

The REPORTER

of Direct Mail Advertising

JUNE 1949



What's
Your
Preference?

See Page 6

LEADING CHOICE OF AMERICA'S BUSINESS LEADERS . . .



ARISTOCRAT OF PAPERS

For sales literature, packaging, labeling or displays—Champion Kromekote is the finest cast coated stock you can use. Its glistening surface gives flawless reproduction, is superbly receptive to ink, is adaptable to literally hundreds of uses. Yes, Kromekote's the choice of America's business leaders. It's the culmination of over half a century of papermaking skill. Ask your Champion merchant to show you actual samples. The Champion Paper and Fibre Company, Hamilton, Ohio.

MILLS AT HAMILTON, OHIO; CANTON, NORTH CAROLINA, AND HOUSTON, TEXAS
DISTRICT SALES OFFICES: NEW YORK • CHICAGO • PHILADELPHIA • DETROIT
ST. LOUIS • CINCINNATI • ATLANTA • DALLAS • SAN FRANCISCO

WHATEVER YOUR PAPER PROBLEM

It's a Challenge to Champion!

*Kromekote is the registered trademark for Champion's cast coated paper.

THERE'S A CHAMPION PAPER FOR EVERY PRINTING NEED

SATIN REFOLD ENAMEL

Meets every requirement for quality publication and advertising printing—thanks to top-grade enamel coating, folding strength and its receptivity to ink.

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Superior in color, finish, and printability, this paper is unexcelled for fine lithography. It is available in a wide variety of weights, sizes and special finishes.

ARIEL COVER

Particularly effective for catalog covers, cards and displays. Available in white and eight colors, and in various weights, sizes and special finishes.

SPECIALTY PAPERS

Champion's specialties include coffee bag, drawing paper, gift wrap, end leaf, food container stock, red patch stock, stencil board and pattern board.

Specialized

TENSION ENVELOPES



SAVE POSTAGE!

Are the postal scales weighing away extra profits that could be yours? Can you handle a given mailing better—and do the job at considerable saving?

Specialized Tension Envelopes—the right type and size and substance weight—will very often produce substantial savings in postage. Tension Postage Savers and Booklet Postage Savers carry more weight at less cost than First Class mail...and get as many "openings." The Duo-Post permits you to send a heavy Fourth Class catalog along with a First Class letter, with the assurance that the two will arrive together. "Lite Flite" air mail envelopes pay for themselves over and over—especially in foreign correspondence, where the minimum unit is ½ ounce.

And don't forget, Specialized Tension Envelopes also save time in processing the mail, prevent mistakes, protect envelope contents, promote sales and attract favorable attention!



"TAKE A LETTER, PLEASE!"

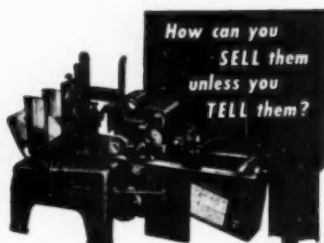
"Tension Envelope Corporation says they'll be glad to send us samples of envelopes that save postage costs if we just tell them our problem on our letterhead. The service is free. Let's see what they have to offer."

for every business use



TENSION ENVELOPE CORPORATION

FACTORIES: New York 14, N. Y. • St. Louis 10, Mo.
Minneapolis 1, Minn. • Des Moines 14, Iowa • Kansas City 8, Mo.
Over 100 Representatives Selling Direct to User



This Elliott Cardvertiser is the only machine in the world that both prints and addresses Post Cards and its speed is spectacular.

The period of hard-to-get Merchandise is changing to a period of hard-to-get Customers—and it is time for all business men to consider what and how they will advertise.

Newspaper and costly mail advertising is dominated by big business. But if you have the ability to compile a mailing list and tell your story on a penny post card, this Elliott Cardvertiser will save your business because it will get hundreds of accurately addressed and perfectly printed post cards into your nearest mail box within one hour of the moment you conceive the thought.

May we send you copies of letters showing how the Elliott Cardvertiser has saved and built many retail businesses selling exactly what you sell?

The Elliott Addressing Machine Company

NOW! NEW MAIL

ORDER CUSTOMERS

in VOLUME for Y O U !

You can multiply **YOUR NEW MAIL ORDER CUSTOMERS IN VOLUME** rapidly by testing NOW, and covering in full later, with keyed direct mail.

MOSELY OUTSIDE LISTS of MAIL BUYERS and INQUIRERS for ONE-TIME RENTAL ADDRESSING.

WRITE TODAY in full detail, with samples of your "ads" results as far, etc. for

FREE—MOSELY INDIVIDUALIZED LIST STUDY to fit **YOUR MAIL ORDER SELLING OPPORTUNITY**. Write Dept. R-6 at once.

MOSELY SELECTIVE LIST SERVICE

Mail Order Headquarters

38 NEWBURY STREET
BOSTON 18

NEW MAIL ORDER CUSTOMERS
IN VOLUME

The REPORTER of Direct Mail Advertising

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Number 2

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June 1949

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OFFICIAL PUBLICATION DIRECT MAIL ADVERTISING ASSOCIATION

1500 DMAA Members receive The Reporter regularly as part of the association service.
A portion of their annual dues pays for the subscription.

SHORT NOTES

DEPARTMENT

◆ **PARDON ANY NOTICEABLE** exuberance . . . but one of our personal weaknesses is miniature mailing pieces. Probably the best seen by the **REPORTER** staff recently, was mailed by Typographic Service, Inc., 1027 Arch Street, Philadelphia 7, Pa. Inside mailing envelope is a 4" x 5" gold-colored envelope. And inside that . . . are 24 separate 3½" x 4¼" reproductions of space ads set by Typo. Bordered with red and gold frame. Guess that saying about "good things in small packages" includes Direct Mail.

◆ **HERE'S THE** interesting reply R. E. S. Deichler, vice-president of American Airlines received from a recent Direct Mail promotion to Canadian businessmen. "Congratulations! For more than thirty years I have been corresponding with executives in the United States many of whom have sent me addressed return envelopes. **BUT YOURS IS THE FIRST I HAVE EVER RECEIVED WITH A CANADIAN STAMP ON IT.** See last Short Note in April **REPORTER**. Don't use U. S. postage in reply envelopes or cards sent for remaining in Canada.

◆ **"PROFITABLE WAYS** to Promote Armstrong's Veeva Wall Tile" is title of new Kromekote-covered, 8½" x 11" booklet sent to tile contractors by Armstrong Cork Company, Lancaster, Pa. It contains advertising aids and ideas for use in all media. Even some advice on what to do when high school yearbook's space seller comes around (classified as a "pressure" ad). There is a section on promotion letters . . . with 4 samples each for hotels, restaurants, residences, schools and hospitals. There's a page on mailing list suggestions too. A complete job.

◆ **A CLEVER USE** of the fold was utilized in a recent letter sent by American Airlines to travel agents throughout the country. Tells about the special \$59 extra charge for round-trip AA passengers who want to make a detour-visit to Mexico City. To dramatize the idea AA prepared an explanatory 8¼" x 10¼" letter, offset in 3 colors. Both

bottom corners were folded forward (like a paper airplane). The resulting point at bottom was brought up and over. "Check This Angle" is printed on the corner. When letter is opened . . . there's a map showing possible combinations (angles). Eye-catching job.

◆ **THAT WAS A FINE** and well deserved tribute paid to first DMAA president Homer Buckley at the April 29, 1949 meeting of the Direct Mail Advertising Club of Chicago. He was presented with a plaque in recognition of his forty-five years of outstanding service to



Direct Mail. Featured speaker at this same meeting was S. DeWitt Clough, chairman of board of directors of Abbott Laboratories, Chicago, who talked on the intriguing subject, "Why Some Succeed while Others Fail in Direct Mail Advertising." Mr. Clough, incidentally, is the man whose hobby is writing or speaking in words of one syllable. (Can't resist the temptation to add . . . it would be a good idea for that new magazine called "The Reporter" to add Mr. Clough to its editorial advisory board.)

◆ **WE'VE OFTEN HEARD** how hard it is to sell a company-prepared "packaged advertising plan" to salesmen, insurance agents, local dealers, etc. But never realized its proportions . . . till we heard this story from an agency friend of ours. He produces Direct Mail and space advertising for a large company's sales staff. Over the years he's found that a plain, hard-selling letter works much better for this outfit.

(continued on page 34)

Let **FREE** Plates Prove
Your Sales Letters
Look **BETTER**,
Get Out **FASTER**
with

PLASTIPLATE

Its unique "no grain" surface resembles lithographic stone, makes your letters sparkle with eye-appeal!

With Plastiplate you can turn out *sparkling* direct-mail letters that really sell. *Faster*, too, because Plastiplate, both photographic and direct image, is easier to prepare and print—and with less cost—than any other offset duplication plate.

To prove Plastiplate's superiority, we will send you sample plates absolutely *free*. See how Plastiplate meets *all* your direct mail requirements. Just send us the coupon today.

TIME-SAVING • CONVENIENT • ECONOMICAL

Remington Rand

DEPT. A¹ BRIDGEPORT 1, CONN.

My duplicator is a _____

Model No. _____ Send me free Plastiplates

☐ Photographic ☐ Direct image

I use a _____ typewriter

and a ☐ cloth ☐ carbon paper ribbon.

Name _____

Firm _____

Address _____

Remington Rand Inc.

Take Your Pick . . . by Henry Hoke

Some Things You Ought To Know

About The Direct Mail Picture

REPORTER'S NOTE: This is a revised version of the short talk made at the Advertising Federation Convention in Houston, Texas on May 31st. Some parts have been amplified . . . others condensed. I hope the points will be of help to all of you.

On May 6th, 1949 the Direct Mail fraternity received a jolt which caused more behind-the scene backbiting than anything I've experienced since I first took a crack at certain Congressmen for allowing foreign propagandists to use their franks.

On May 6th, Tide magazine appeared with a two-page spread announcing the formation of a "Planned Advertising Roundtable" . . . to "evaluate" Direct Mail pieces by so-called empirical yardsticks.

One irate DMAA member who called me (practically screaming) said it was the worst thing that had happened to Direct Mail in twenty-five years.

Briefly . . . Tide's "Planned Advertising Roundtable" consists of ten well-known printers who are described: "Being non-competitive by virtue of geographical location; they both enjoy and profited by mutual exchange of business secrets." (That's a joke . . . since nearly all have travelling representatives who poach on each others territory).

These ten printers (and they are all good fellows, otherwise) have been set up as a board of experts to evaluate, with scientific acumen, the Direct Mail pieces submitted to Tide. Tide will publish the ratings of some; other evaluations will be delivered and explained

personally by members of the Roundtable.

Here are some of the disturbing statements made in the announcement, (I'll number them . . . because I must refer to them later.)

1. "The conventional way to evaluate Direct Mail promotion is to mail it and see what happens."

2. ". . . it is an irrefutable fact that less sound research has been applied to it (Direct Mail) in the last 10 years than is performed in less than one year on behalf of practically every other major medium."

3. "On the whole, Direct Mail advertising is still about as scientific as smoke signalling; and using it closely resembles catching flies in the dark."

4. "Probably the most useful consistent research in the field in recent years was that conducted by Edward Stern & Co., Inc. Tide recognized the value of the research and for three years published, as a special feature, a continuing series on Stern's findings. The collaboration contributed significantly to general knowledge about the behavior of Direct Mail advertising (and about the behavior of those who receive it)."

5. "The tools of a PAR evaluation are simple and uncomplicated. It has a series of rating sheets, based primarily on the results of Stern's long study."

Those are direct quotes . . . which are not harmed by being lifted out of context.

The first "PAR report" concerned itself with an "analysis" of the DuPont House Magazine distributed to 235,000 customers, stockholders and employees. Not a very typical Direct Mail job for a company big enough to create its own national magazine.

Here's a digest of PAR findings.

The 9" x 12" size does not conflict with established preferences; its 32 pages might

perhaps be 24 as "most men think 24 pages is enough for a house magazine"; offset is indicated although it's a letterpress job; whereas most businessmen "think" a monthly is more effective, a compromise on DuPont which publishes every other month; better use of 2nd color would probably sharpen attention value; a change of pace might stimulate reader interest; there's a sameness about each page because same technique and type used thruout; it needs more type variety; color in heads and subheads; occasional use of reverse printing and overprinting for captions, legends and headings; if any worthwhile criticism at all is possible, it is simply that all the articles deal with DuPont and DuPont products.

Of all the rot! Why shouldn't it deal with DuPont products? How can any group of printers set up an evaluation of a magazine for DuPont . . . without knowing company policies and the results of long years of effort to determine the best editorial and physical formulas for this particular activity. Change of pace! Sameness of each page! And the magazine which prints this "analysis" uses same type for text and headings thruout. But DuPont experts can breathe easier now. They've been rated at 91%.

All of the above gives you a picture of the set-up. Since the announcement appeared, I have been in touch with many members of the DMAA; I have seen carbon copies of irate letters sent to Tide Editors; I have taken the trouble to confer with acknowledged experts in the field of research.

I have been urged by a few friends to "keep quiet" . . . because I should not openly criticize a contemporary . . . but I think it is necessary to tell

(continued on page 9)



Give that
**DISTINCTIVE
LOOK**
to your
direct mail



... with the new **GRAY MAGIC** **CARBON RIBBON ROYAL TYPEWRITER**

Direct mail has always worked most effectively in a buyer's market.

Why not give your direct mail that extra pulling power that comes with the clean, clear work you can turn out on the new GRAY MAGIC Carbon Ribbon Royal Typewriter?

This uncomplicated desk typewriter has introduced office typewriter ease and economy to the reproduction field.

Designed to provide high standards of excellence in work on direct image paper or metal plates, for use in photo offset duplication, and for typing all master copies, this new model typewriter produces copies which appear personal

and individually typed.

And it has the added ability to produce the finest original letters an executive could sign. For all ordinary correspondence, the new GRAY MAGIC Carbon Ribbon Royal Typewriter is equipped with regular fabric ribbon and feed.

It is equipped with Finger-Flow Keys, "Magic" Margin, "Touch Control," Automatic Paper Lock, and a host of other advanced Royal conveniences. Comes in all carriage widths and in a wide variety of type styles.

Call your Royal representative today. Meet the magic of this new, beautiful, and versatile typewriter in your own office.

The **NEW** **GRAY MAGIC ROYAL** Carbon Ribbon Typewriter

Royal Typewriter Company, Inc., World's Largest Manufacturer of Typewriters

"Magic" and "Touch Control" are registered trade-marks of Royal Typewriter Company, Inc.



Keeping in Touch

International Printing Ink

IPI • DIVISION OF INTERCHEMICAL CORPORATION • 350 FIFTH AVE., N. Y. 1. • ADDRESS INQUIRIES DEPT. A

WINNERS ANNOUNCED IN 13th ANNUAL IPI ESSAY CONTEST



Flora Agnes Clark, Ontario School for the Deaf, Belle-ville, Ontario, 1st prize, \$500



Margaret Brown, Lacuna High School, Lacuna, N. H., second prize, \$250



Judith Spector, Abraham Lincoln High School, Bklyn., N. Y., third prize, \$100



Andrew D. Christensen, Point Loma High School, San Diego, Cal., fourth prize, \$50



Loretta Nienaber, Hickman High School, Columbia, Missouri, fifth prize, \$25

\$500.00 FIRST PRIZE TO GIRL OF 14 FROM ONTARIO SCHOOL FOR THE DEAF

20 States, Canada and Hawaii Share in 35 Awards

The 35 prize winners in the 13th Annual IPI Essay Contest have been announced by Fred J. Hartman, Educational Director of the National Graphic Arts Education Association which sponsors the contest in cooperation with International Printing Ink.

Baltimore High School Wins Silver Cup Again

Pictured here are the first 5 prize winners in the regular contest. In the printed essay competition, the Silver Cup for the best printed essay was won for the second straight year by Mergenthaler Vocational High School of Printing, Baltimore,

Maryland. Three additional prizes of \$20. each for best printed essays were awarded to the following schools: Berkeley High School, Berkeley, California; Southern High School, Baltimore, Maryland; Brooklyn Technical High School, Brooklyn, New York.

Special Award to Portland, Maine School

A special award of \$20. for Typographic Excellence was won by Portland (Maine) High School. A complete list of winners may be obtained from IPI headquarters in New York City. A total of more than 20,000 students from 400 high schools in the United States, Canada and Hawaii competed in this contest for the 34 cash

prizes and the combination award of cash and a Silver Cup. This is a new record for entries.

The subject of this year's contest was "Printing and Free Government". Winners were chosen by the distinguished jury of judges shown below.



Silver Cup awarded to Mergenthaler Vocational High School of Printing, Baltimore, Maryland, for essay most handsomely printed in black and one or more colors.

NEW ESSAY CERTIFICATE DESIGNED BY DWIGGINS

This year teachers who took part in the IPI Essay Contest will receive Certificates of Honor designed by William Addison Dwiggins.

Mr. Dwiggins is one of America's leading lights in the graphic arts field. The high calibre of his work as an illustrator, designer, calligrapher and author, reflects the thoroughness of his early training under McCutcheon, Leyendecker and Goudy.

Many have called W. A. Dwiggins "the book designer's book designer", a title he richly deserves. In 1937, more than 250 of his books were exhibited by the American Institute of Graphic Arts. Since then he has made hundreds of other contributions in many mediums.



Harry L. Gage, Consultant to Mergenthaler Linotype Co.



Carl E. Dunnagan, Pres., Printing Industry of Amer.



Lou Little, Head Football Coach, Columbia University



Mary J. Simpson, Dean of Women, University of Vt.



William G. Simpson, Pres., C. T. Dearing Printing Co.

you exactly why *WE* think this plan is dangerous for Direct Mail.

FIRST: Even tho I like the printers involved; even if these printers were actually experts in *all phases* of Direct Mail; even if this PAR possessed reliable yardsticks of evaluation . . . the scheme itself is unsound and unfair. Unfair to every other creator and producer of Direct Mail in the country. Why should these ten printers be promoted as the spearhead of "scientific analysis" as an editorial feature instead of paid advertising? Why should they get the right to criticize and *personally* contact the customers or clients of all the many fine creators of sensible Direct Mail? Isn't it true that the findings of this "board" will be suspect because all of them are intent on selling printing . . . and because not one single member of the board has had, to my knowledge, any experience in handling the toughest, brainiest type of Direct Mail . . . mail order? I don't believe that any such valuation board is practicable . . . but if it were, the members should be drawn from the research, agency and professional advertising-user fields. They should be above the taunt of aggrinding.

For this *first* (but somewhat secondary) reason . . . WE think the PAR plan will cause endless confusion and criticism. It is dangerous for Direct Mail. We think all creators and producers will resent the implications. It may temporarily bring "publicity" to the persons and firms involved, but will eventually boomerang in unfavorable reactions and loss of goodwill.

SECOND: And these are the most important objections.

Go back to the quotations from the Tide announcement.

1. Isn't all advertising *evaluated* on the basis of *what happens?* Is Direct Mail any different from space, radio, outdoor or car card advertising in this respect? We all work by experience. We plan our advertisements or our letterheads, letters, booklets or what-have-you on the basis of fairly well established formulas . . . and good sense. We insert or mail . . . then we sit back and see what happens. What happens guides us on the next approach.

2. Less Research? Bunk! This statement was a slap in the face for all the conscientious people in the DMAA who for years have been researching to uncover the basic facts about Direct Mail. This research is continuing. Today. Every day.

Tide's statement was a slap in the face for all the members of the Hundred Million Club, and the other testers thruout the country, who have done more research and gathered more facts and figures than have been found or are possible for any other medium.

3. Smoke signalling! Catching flies in the dark! Who says? Does Time Inc. mail 20 million pieces a year to catch flies in the dark? Does Harry Higdon get 95% of his company's advertising budget because the directors like Hig's flare for house magazines? Direct Mail . . . to Tide and the PAR . . . may be stumbling in the dark, but in dollars and cents results it has proved itself in hundreds of thousands of authenticated cases. Such loose statements make the whole PAR plan suspect.

4. Please go back and read this quote carefully. Read 5 at the same time.

For three long years, the experienced people in the Direct Mail field have been irritated by the senseless Stern-Tide* reports on Direct Mail. Some of us were amused, because we realized it was a promotion stunt for an individual company. And since we all believed that most everyone could see through the fallacies, we kept quiet. But this new, amplified set-up cannot be laughed off.

The REPORTER blew its top only once in the past three years. That was when the Stern interviewers were attempting to discover preferences for or opinions about the promotional material mailed by "media" advertisers to sell advertising space or time to those who buy or influence such buying. Those interviewed were asked how they reacted to each of the *seven most commonly used mailing types*. Their answers as reported by Tide-Stern:

	Like	Dislike	Indifferent
Booklets	92%	5%	3%
Simple folders	76%	11%	13%
Self-mailers	44%	39%	17%
Novelty pieces	43%	50%	7%
Elaborate books	40%	44%	16%
4 page letters	36%	55%	9%
Large pieces	9%	87%	4%

What was wrong? The interviewers,

* Footnote: I am sorry I must refer so often to "Stern" in this analysis. But that is the label attached to the surveys by Tide and the PAR. Edward Stern & Company is one of the finest and most reputable printing organizations in the country. It is unfortunate that this company was led to embark on a promotional campaign wrapped around such a controversial subject. We understand that the "preference surveys" have been discontinued.

by design or otherwise, completely ignored LETTERS. And yet *letters* are used as the primary format by every business, including media promoters. The conclusions drawn from this "survey" were double-talk. Some of the most sensational promotions have been large pieces. Some of the most consistently successful campaigns have consisted solely of letters and novelty pieces.

What is the sense of asking different kinds of executives what type of illustrations they prefer? Or whether they prefer blocked halftones, vignette halftones, silhouettes, or what? How do "they" (the general manager, the purchasing agent, the comptroller, etc) know what will interest them until it hits their desk?

What is the sense of being guided by the statistical records of these so-called preferences? Most of the reports and conclusions are much more unreliable than some of the highly ballyhooed tests in mail order work.

As an example of absurdity . . . here is part of one report of a Stern-Tide person-to-person survey to determine preferences in size of illustrations in Direct Mail pieces. *Read every word of the findings and the conclusions carefully.*

PERTINENT SURVEY FINDINGS

- 73% of the executives interviewed prefer one large illustration to several smaller ones. 60% of these said they prefer one large picture even if it means sacrificing some value that might be gained by the use of several smaller ones. The remaining 40% said they would change their original vote to "several small" if the use of one large meant a sacrifice in explanatory value. This means that 44% of the total sample prefer one large even if the description of the subject matter suffers; 29% prefer one large unless the description of the subject matter suffers; and 27% prefer several smaller illustrations in general.
- When the question of a sacrifice in explanatory value was raised, the general executive "one large" vote changed from 71% to 65%, a drop of 6%, and the purchasing agent "one large" vote changed from 77% to 53%, a drop of 24%.
- With specific reference to attention-getting qualities, 84% of the respondents favored one large illustration. With specific reference to descriptive value, 60% of the same group favored several small illustrations.

INTERPRETATION

Although there is considerable evidence indicating that large illustrations are preferred in general, the superior descriptive value of a greater number of smaller illustrations also has been demonstrated.

In general, 73% of all the executives polled prefer fewer large illustrations to a greater number of smaller ones, and 84% expressed a preference for large illustrations for attract-

ing attention. However, 56% of all executives prefer several smaller illustrations when there is a possibility that the product description might suffer from the use of a single large picture, and 60% of all the executives think that several small illustrations have more descriptive value than a single large one.

The survey findings do not present a strong case against the policy described, but do indicate that the advertiser should determine which is the prime objective of the illustration—to attract attention or describe the product. In addition, the advertiser should study his promotion with an eye to using more large illustrations. He might consider increasing the number of pages to permit the same number of larger illustrations; eliminating those not vital to the explanation; or using fewer illustrations per mailing, and more mailings.

It is likely that any of these, or other ideas which permit the introduction of larger illustrations will broaden the acceptance of the mailing.

Read it again . . . and see if you can make any sense out of it. I can't. Except . . . in next to the last paragraph the "interpreter" practically confesses that he wants more printing used.

Other Stern-Tide surveys attempted to prove preferences in the size of house magazines, or that humor in Direct Mail was not preferred by empty percent of a certain class of people.

One preference report made this irresponsible conclusion: "The most important physical factors (of Direct Mail) seem to be quality and regularity. Both together properly used, obviously can improve the effectiveness of any mailing regardless of content." I've italicized the last three words. Shades of Frank Egner and Bob Collier . . . who can testify that even poor copy, not-too-well dressed, can be effective with a good mailing list.

Tom Dreier and other house magazine experts can testify that some of the most successful house magazines are in format way down on the list of Tide-Stern preference ratings.

And that's what is wrong with this dangerous PAR set-up. It is based on the fallacious theory that the Stern surveys have established dependable yardsticks of evaluation. They have not.

Every reputable research expert I have consulted scoffs at the reliability of preference surveys in gathering worthwhile opinions about Direct Mail as a selling medium. Preferences in merchandise to be purchased are obtainable if sampled carefully and correctly . . . but even those are subject to wide variations in error possibilities. When you try to get an opinion on what type of selling will convince a cross-section of individuals . . . the sky is the limit.

Every reputable researcher attempts to recheck his findings by measuring

them with some empirical yardstick *having a basis in fact*. That is, suppose a researcher asked ten persons for their opinions about the color of the sun. Right reply that it is yellow; two that it is green. The researcher then concludes that 80% believe the sun is yellow. However, if careful, he can recheck with empirical standards fixed by scientific spectroscopes which may determine that the sun is yellow sometimes, orange or red at others.

There is the basic weakness of the Stern-Tide surveys. The opinions have not been checked or measured by any absolute empirical standards. They have not been tested in actual practice. The so-called "findings" do not agree with the experiences of those who use Direct Mail for hard-boiled determinable results. The men who voted for one large illustration rather than several smaller ones (even tho informative or descriptive value might suffer) just didn't know what they were talking about. They were not competent judges.

And there are too many loopholes in preference surveys. What was the size or adequacy of the samples collected by Stern? What was the worth of the samples . . . or were the opinions authentic or representative of an entire group? Were replies forced by the type of question? Those are some of the unanswered questions in the Stern preference surveys upon which the PAR is founded.

People are funny. When asked for their opinions or preferences, they react differently. Some want to get rid of the questioners; some want to be helpful, but in a hurry; some think they have a preference—but they don't know why, or their mood at the time fits a convenient pattern.

If we were to survey, for example, Kiplinger or Wall Street Journal prospects, the chances are that the big majority would prefer not to receive any Direct Mail advertising of any kind or format. But that doesn't prevent Kiplinger or Wall Street Journal from continuing to mail . . . or from getting an adequate response from copy and formats developed thru years of testing and experience.

Another big trouble with the Tide-Stern surveys is . . . they have concentrated on *what it looks like* and not on the soul . . . the copy.

What good are all these statistical findings on formats, color, size of illustration, etc. . . if the conclusions have not been measured by reliable

yardsticks based on results *from copy*? And if the PAR plan is set up on those unreliable statistics, the whole plan is fallacious and is dangerous to Direct Mail and to all advertising.

It can only lead to an increase in the disease of copycat-itis, and a blind following of fictitious formulas. The flexibility of Direct Mail is its greatest asset. The variety of forms and formats sets it apart from any other medium. We don't want any phoney standards which will cause everyone to use a fixed size or style because it is **PREFERRED**.

A research friend of mine, not connected with the Direct Mail field, chuckled as he read the PAR announcement and reviewed some of the surveys on which the PAR evaluations are based.

"It's so simple, Henry," he said "to show the weaknesses of surveying for preferences. Assemble a group of men before a line of beautiful chorus girls. Ask each to name his first, second and last choice. Opinions will vary dependent upon personal inclinations. But suppose all were agreed on the last choice or the least desirable. What would happen if you suddenly removed all the top choices and left only the last. Wouldn't she become the girl I'd like to dance with or to see dance to the majority of the opinion expressers?"

And that just about tells the story. As far as *looks* are concerned, preferences are confused and varying depending on the number of choices and the personal whims of the observer. Reduce the number of choices to a minimum and the opinions tend to merge. What really matters is the soul behind the looks. The Copy. The Results. When the PAR group can find a method to measure their "looks" preferences against proven empirical yardsticks of results or effectiveness . . . I'd be inclined to go along. But it will take more than a printer's PAR to do it. Tide and the PAR should not, to put their pet project across, knock the whole field of Direct Mail; they should not depreciate the work done by skillful researchers and testers in the past 15 years; they should not liken Direct Mail efforts to "catching flies in the dark", as long as they keep it up, *this reporter* will oppose them with ridicule and facts. We might even be tempted to appoint a competent Board to devalue the evaluations. The sooner we hear an end to PAR, the better it will be for everyone in Direct Mail. As one DMAA member concluded in his letter to the Editor of Tide "Here's hoping

(continued on page 12)



A barrel of comfort in TEXTRON Menswear

Be sure the trunk you ship off to college is packed with Textron pajamas and shorts. Textron makes in comfort and upper-class tailoring. Note the longer pajama trousers, generous waists—the extra-soft, non-restraining elastic sides. Bloomer-antholies in the notched-collar coats, too! Sizes A to D. See a variety of handsome prints in cotton and rayon pajamas as well as Textron shorts—at leading stores throughout the country. TEXTRON INC., Textron Building, 401 Fifth Avenue, New York 16, N. Y.

TEXTRON

Girls and women, girls and women, too! Here's how to look and become elegant in modern, modern and ready-made. HOSTESS COATS • BLOUSES • WOVEN & TRICOT LINGERIE • MENSWEAR



FRANK E. POWERS
Director of Typography
ARTHUR T. BLUMQUIST
V. P. and Art Director

J. Walter Thompson Company, N. Y.

**"Type, too,
can be smart and comfortable"**

say these two aces at J.W.T.

"Here, the combination of the stylish Spartans with the friendly ease of Bulmer expresses precisely the same spirit as the text and the product. That's always our aim with our clients' advertisements... and the wide range of tone, texture and design in ATF types certainly makes our job easier."

For every mood or subject or idea, there is a soundly designed, expressive ATF type that "just suits."

American Type Founders



200 Elmora Avenue, Elizabeth B, New Jersey

Write us on your letter-head and we will put your name on our mailing list to receive Type Specimen folders and other material on type and ideas for its use.

you don't have a non-cancellable contract".

Two Simple Solutions:

In defending Direct Mail . . . I don't want to give the impression that I think Direct Mail is perfect. Far from it. There are a lot of things wrong.

If preference surveys are not the answer . . . what are some of the things all of us can do to make Direct Mail better in these days of a buyers' market.

I hear lots of groaning . . . prices and costs still too high . . . threats of increased postage . . . lower returns . . . management pulling in its oars, etc.

All of us need to reorganize our thinking along two very simple lines. These two lines could be labelled (1) Mechanical (2) Mental.

Mechanical Solution

(a) If printing and mailing service costs are too high (or more than we can afford to spend) we'll all have to do a lot of experimenting. Many people in the graphic arts are experimenting . . . with new processes . . . new methods of composition. The substitutes may not as yet be as good as the originals . . . but they may work for you.

And we can all search for new sources of supply and services. Some of the old-timers have grown callous. The new blood is inclined to find short cuts in production methods. My advice to all who groan about high costs is . . . pitch in and find better and more economical ways to produce your Direct Mail.

(b) "Cutting down on waste" seems to be so obvious, it shouldn't even be mentioned.

"Mailing Lists" are still the largest contributing factor in too-high costs. This month, I learned the gory details of a very expensive mailing to 100,000 names. The repercussions caused a serious blowup between customer and producer. Many names on the list received two and three duplicates; several (of those reporting) got as many as six. That . . . on a mailing which cost at least 15 cents per piece. There is no excuse for such waste.

This present "situation", requiring a more intensive use of Direct Mail, requires also a complete overhauling of our list handling methods. It will pay every one of us to burn the midnight oil, to skip golf games . . . and go over

our lists with a fine-tooth comb. Our lists may be twice as big as they should be, or they could possibly be twice as good in accuracy and quality. You may be ordering more printing, more of everything, than you actually need.

(c) We can watch more carefully for mechanical details which destroy effectiveness of mailings. A friend recently sent me a mailing piece which takes the all-time record for ineffectiveness. An elaborate mailing . . . four-color reproductions picturing a very exclusive offering. An order blank but no return envelope. When my friend read the piece, he called his secretary and they both went through the wastebasket to find the transmittal envelope. They were able to find it eventually by the process of elimination. Why the search? The producers of that piece had actually forgotten to put name and address of company on both the circular and the order blank. Imagine that! How could Direct Mail work under such handicaps? Are you sure that your Direct Mail is mechanically correct? Not by "preference" standards . . . but by all the rules of plain ordinary good sense.

(d) There's another mechanical solution . . . but it cannot be tackled individually. It requires industry-wide or nation-wide effort. What is true in many industries, is particularly emphatic in the graphic arts. We've had a slowdown in output and enthusiasm by both labor and management. We've all been too much interested in a shorter work week. We've become resigned to the theory that it takes a long time to do everything. Printing jobs which required 19 hours to knock out in 1938, now take 44 hours . . . at greatly increased rates. The old oomph has gone out of the graphic arts business . . . just as it has in building and most everything else.

There are more lights burning at night in the skyscrapers of New York . . . and in offices of many plants around the country. The Saturday morning commuting trains carry more sales and advertising managers who are "reorganizing their strategy". Maybe that is a good sign.

Perhaps what we need is a nation-wide campaign of education to convince workers and management that it is time to get back to work. Sure . . . let's let everybody make a lot of money . . . but let's work for it. The unions in the graphic arts will price themselves out of work if they continue to ask for

more pay, shorter hours, more holidays and at the same time to produce less and less on each individual operation. The whole graphic arts industry is floundering in this double squeeze. As long as this policy is continued, I don't blame anyone for seeking every possible substitute solution including home-workers, cheaper methods . . . anything. If ever an educational campaign to workers in the graphic arts was needed . . . it is needed now. Their jobs depend on it. Who will get it started?

Those are just a few of the "mechanical solutions". (a) Experimenting for new cost-saving processes and services. (b) Elimination of waste in mailing lists and supplies. (c) Watching every mechanical detail for accuracy and short cuts. (d) Educating both management and labor to get back to work . . . to build cathedrals instead of laying bricks.

The Mental Solution

These are more complicated . . . but maybe I can give you a few pointers. Take your pick.

A. The Tension of Restriction.

Last month I revived the story of Louis Victor Eytinge. How he learned to write letters when a new warden at Arizona Prison limited him to two letters a week. Only then did he appreciate the value of good letters. His two letters had to be good. They had to sell. That's what we all need . . . the *tension of restrictions*. High costs and lower returns will force us all to make our copy better. Try it. Limit yourself. Make one letter do the job formerly half-done by two. Cut out the bunk. But appeal to the *emotions*. Remember that people think they think, but few do. They buy or act because of what they *feel*.

Remember, too . . . that the two major obstacles standing in the way of the success of your copy are:

1. Human inertia
2. Competition for the prospect's dollar

People are just plain lazy. They don't want to *act*. Your copy must jolt them into action . . . it must actually compete for attention and dollars. We don't need any preference surveys to prove these facts.

And you won't get the urgency of *tension* . . . unless you think in terms of *one person*. The approach to that one person must be as close to perfect as possible.

B. The Post Card Mind.

Tom Dreier told me an interesting story recently . . . about how he deals with clients for his house magazine editing service. He urges each one of them to adopt "the post card mind" . . . and it's not a bad idea. That is . . . start thinking of your house magazine or your mailing piece in terms of the simplest and most economical format . . . the post card. If a post card will accomplish what you want . . . then use a post card. Don't use a 24-page, four-color splash because somebody tells you *that* is preferred or because you want to impress your competitors.

See what Tom means? If the post card isn't sufficient . . . then go thru the logical steps upward. Maybe a single sheet printed on both sides will be enough for your purpose . . . or the same quantity of paper folded differently will give you a four-page house magazine. Double that . . . and you have eight. If more people in Direct Mail would think in these *simple terms* . . . there would be less waste.

One customer of Tom Dreier's wrote him that on account of it being their twenty-fifth anniversary they wanted to double the size of their house magazine. Tom, who at that time based his fees on a percentage of the expenditure, wrote back "I have carefully considered your proposal and I cannot discover any good reason or excuse for doubling the size except that my fee will be larger". A sound argument. But we need that kind of honesty in Direct Mail. Maybe the seemingly least-desirable in the chorus line of formats would accomplish *your objectives*. If you want to combat high costs . . . try this type of thinking.

C. The Cat Crossed the Street.

It's not a joke . . . but we have fun with it in The Reporter offices. When ever anyone writes a confused letter or an editorial item which is not crystal clear . . . I simply write across it "the cat crossed the street", and the culprit knows what I mean. Our language is wonderful. It is the only language in which people talk as they see. We don't say "the cat it across the street walked". We see the cat. We report its action. We define the location. It is simply who did what, where.

Highbrow education has been responsible for most of our confused writing. We study "literature" and "romance languages" . . . and our copy-

writers try to mimic the days that are past. We fall in love with the sound of our phrases. We are proud of our education. We forget that almost everyone speaks very simply. "They" don't understand big words. "They" are too lazy (human inertia) to try to interpret involved sentences. They don't like to be talked-down-to. But they can understand the cat-crossed-the-street . . . or this gadget will reduce your fuel bill by \$58.25.

Direct Mail surely needs this type of thinking . . . and writing. That's why we keep hammering in THE REPORTER on correspondence supervision . . . on the elimination of the four most common faults in letters and Direct Mail copy.

1. Useless words.
2. Improper arrangement.
3. Incorrect expression of thought.
4. Offensive words.

If you want to cut costs and improve returns go to work on your Direct Mail copy. Make it simple. Throw out everything which cannot be analyzed in terms of "the cat-crossed-the-street". Eliminate the useless rambling expressions preceding the word "that". Write as you and the other fellow talk.

D. Basic Fundamentals.

We can search forever for new ways of doing things, we can try to discover preferences for this and that . . . but the real truth is that the basic fundamentals of selling haven't changed a bit. If you want to know how to sell in this buyers' market . . . go back to your old files of twenty or more years ago. The things that worked then will work now. There are no miracles in selling. It's just plain ordinary common sense. Elmer Wheeler's highly publicized five points are still good. I'll repeat them again . . . even tho it might be monotonous.

1. Sell the Sizzle . . . not the steak
2. Don't write . . . telegraph
3. Say it with flowers
4. Don't ask if . . . ask which
5. Watch your bark

Put that philosophy to work in your selling . . . and you'll worry less about high costs and low returns.

I hope some of these points will help all of you. I have tried, within the limits of our space, to give you a boiled down course in Direct Mail advertising. With all the confused thinking being bandied around . . . we should all go back to school. Selling school, that is.



DUNHILL LIST CO., INC.

565 FIFTH AVENUE, NEW YORK
PLAZA 3-0833
412 WEST 6th STREET, LOS ANGELES
VANDYKE 4447



ace high...

In cards maybe, but in the choice of envelopes you can't afford to gamble. The success of your entire mailing may depend on your selection of an appropriate envelope. By using Cupples personalized envelopes, you are not gambling, but merely being wise, for we design your envelope to fit your individual product or service... so give Cupples a try... you'll be pleased with your choice.

CUPPLES ENVELOPE CO., INC.
360 FURMAN ST., B'KLYN 2, N. Y.

You're Funny That Way

by Merral Fox



I don't want to hurt the feelings of the customers of any lettershop, direct mail company or advertising agency—, but there isn't anything very interesting about your client's business. Not to the public. Not to his prospects. Not even to his customers.

A shoe store . . . a soap factory . . . a garage . . . a meat packer . . . or a candy manufacturer . . . isn't the most exciting project in America. To your customer . . . the owner of the business . . . it's fascinating and exciting . . . the most important thing in his life.

This is where an advertising man comes in. He must make the shoe store a glamour haven for tootsies. He must make the soap factory a sweet-smelling edifice which concocts beauty secrets for "mi-lady." How to do it is your life's work. Sometimes you do it with dignity . . . sometimes with brief copy . . . and sometimes you do it with complete page-filling descriptions. But personally, I have an admiration for those creative advertising masters . . . who are funny that way.

It has been proven thousands of times that you can make the American public smile or laugh . . . while telling them your advertising story. Research for over 25 years has also proven that an ad with a good humorous touch . . . will get anywhere from two to ten times the readership that a "standard" ad receives. Mr. Lucky Strike entrusts his Multi-Million Dollar enterprise to Jack Benny's quartet . . . which always gets a laugh when they talk about the merits of the sponsor's cigarettes. Mr. Pepsi-scent . . . after building one of America's greatest toothpaste enterprises . . . allows his product to become the middle name of a comedian . . . Bob Pepsi-scent Hope. Mr. Wheaties . . . endeavoring to tell a serious story to every member

REPORTER'S NOTE: Remember Merral Fox of Fox Advertising Company, Cathedral and Biddle Streets, Baltimore, Maryland? He's the fellow who sprang into national prominence some years back by writing that roasting campaign for Mr. Lapides Delicatessen Store (REPORTER September, 1940). Merral still puts an unusual punch into everything he does. *Yea—Reporter* has induced him to become a more or less regular attraction in *The REPORTER*. His articles will appear every third month. This is his second.

of the family . . . allows his respected name to be bandied about . . . in the funny papers. Mr. Pepsi-Cola . . . a stalwart of the stock exchange page . . . almost made a cute, little jingle the commercial national anthem.

I hate theories. I don't like to read articles that beat around the bush . . . using high-sounding phrases so that when you are through with the story . . . there is nothing to sink your teeth into . . . to apply to your own lettershop . . . Direct Mail agency . . . advertising agency . . . or advertising department.

I like actual, concrete examples. And that is what I am going to try to give you . . . who have been kind enough to wade through this article.

A fruit and vegetable wholesaler . . . one of the oldest established businesses of its kind . . . doing well over a million dollars a year . . . highly respected in the community. What kind of headlines would attract attention for this fruit and vegetable wholesaler . . . so your advertising won't be ignored or waste-basketed? Here are a few of the headings and copy used:

SOME TOMATO!

We're not talking about Bohrer's pretty telephone operator . . . or the pleasant, young lady who takes your order.

The tomatoes we're talking . . . are the kind that come in bags.

Bohrer's tomatoes . . . that we ourselves cultivate . . . from their original unripened green . . . to the most brilliant, luscious and delicious ripened red you ever saw!

ONIONS MAKE US CRY, TOO!

You don't have to slice onions around here to make Bohrer's cry. All you have to do is mention them.

Bohrer's have onions, of course. But not in the unlimited quantities in which we'd like to have them.

We could cry when we think of the business we had to turn down . . . but will be begging for . . . after the war.

PLEASE, WACKY RABBIT . . . DON'T SPY ON US!

If Wacky-Rabbit ever hears about Bohrer's . . . if he ever saunters through our doorway and asks, "What's up, Doc?" . . . we're sunk!

Because Wacky is going to see all those gorgeous carrots that Bohrer has!

And word is going to get around to all the other rabbits. And you know what happens when a lot of rabbits get together!

Then again . . . a coffee roaster . . . serving restaurants, hotels and institutions . . . one of the largest in the field . . . highly regarded, highly ethical. The president is a dignified official of a coffee association. How to tell this Company's story to busy buyers . . . who are deluged with advertising pleas in all its forms. Some examples that brought phenomenal results:

OUR 14 MEN TAKE THE COFFEE CAKE!

When it comes to knowing coffee . . . and understanding coffee problems . . . our 14 Colonial Coffee salesmen . . . take the cake!

They're coffee experts . . . they know coffee from tree to cup.

Have a talk with your Colonial salesman . . . let him solve your coffee problems . . . he'll show you how to make the best coffee you've ever tasted!

COFFEE KEEPS OUR 14 MEN WIDE-AWAKE!

Our 14 Colonial Coffee salesmen are a bunch of wide-awake fellows.

They're wide-awake to everyone of your coffee troubles . . . and whatever your problems are . . . they're glad to pitch in and help!

DO YOU HAVE TROUBLE BREWING?

Are you beset with coffee worries? Are you developing coffee nerves?

Let our 14 Colonial Coffee salesmen give you a hand . . . because they're experts in their field . . .

. . . and their field is coffee. How best to brew it in any type of coffee-maker, just how much water to add, how much cream to use . . . to get the best cup of coffee your customers ever tasted!

14 MEN IN THE GROUNDS FORCES!

Our 14 Colonial Coffee salesmen are a task force of coffee trouble shooters.

They can whip your coffee problems . . . and show you how to make the finest, most delicious cup of coffee in town!

Give us a call . . . and let our 14 Colonial Coffee salesmen do your grounds work.

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COLONIAL HAD QUADRUPLETS!

Congratulate us!
Colonial has added four expert coffee salesmen. No more 14, now it's 18!

A big credit furniture store . . . founded so many years ago . . . that it was one of the city's oldest establishments . . . being run under the founder's name . . . by the two sons who were not so well known as the father and founder. How to advertise and publicize the store, effect an introduction of the two owners to the entire city inconspicuously . . . and still do a hard-hitting selling job. It must attract . . . it must be interesting. Consistent editorials . . . 4 and 5 paragraphs short . . . accomplished astounding results. Here are some introductory first paragraphs:

Me and my brother don't always agree.

But we see eye to eye on one thing. And that is . . . "satisfied customers."

Those two words, "satisfied customers" . . . are the backbone and foundation of the Moses Kahn Stores.

Me and my brother read detective stories.

But that is not the reason we have such great respect for the FBI (Federal Bureau of Investigation).

J. Edgar Hoover and his men give us such a wonderful feeling of security . . . that me and my brother want to publicly acknowledge our appreciation of their fine efforts.

Me and my brother are hearing stories about the value of a dollar.

A dollar doesn't seem to mean much these days.

That is . . . except at the Moses Kahn Stores . . . where we have made it possible for a dollar bill to do wonders.

Me and my brother answered the \$64 question.

Someone asked us why most of these little ads are so cheerful. Me and my brother told them.

We said that there was so much misery in the world . . . so much bad news on the front page of the papers . . . that we wanted to give the folks in Baltimore a cheerful word or two in these ads.

And here is one for the books. A firm of food brokers. They wanted to advertise their lines to buyers of the largest chain stores . . . the biggest super markets . . . and other firms who buy in very large quantities. The men who were to receive this particular Direct Mail campaign were constantly flooded with all types of ads vying, begging, pleading and hoping for even some brief attention from the buyer. To crash this "hard boiled audience" was a challenge to advertising. To top it all . . . one of the principals was

so dignified, he wore white piping on his vest . . . wore a black ribbon on his eye glasses . . . and had a chauffeur-driven Cadillac. Here is how this fine, reputable firm successfully advertised their wares:

TELL IT TO . . . SWEENEY!

Ed Smith and Dan Sweeney are no orders takers.

More than anything else . . . they like to push the stuff out.

That's why the firm of Smith & Sweeney is a big favorite in the New York and New Jersey area. They get things done.

When you want low prices . . . when you want reputable products . . . when you want special merchandising . . . when you want promotion ideas . . . or when you want to know anything about the wholesale or retail grocery business in N. Y. or N. J. . . . tell it to Sweeney . . . or to Smith!

ED SMITH! AND DAN SWEENEY ARE NOT WOLVES!

No indeed . . . neither Mr. Smith nor Mr. Sweeney will be known as the wolf of Wall Street! They just don't dabble in stocks. You won't find them lounging in a broker's office mid-day . . . or any other time. They are too busy for that.

The only stocks they are interested in, are in grocery stores. And those are the stocks they want to move . . . and move fast.

If you want a couple of men who aren't lounge lizards . . . to represent your product . . . please get in touch with Smith and Sweeney. Thank you.

ED SMITH AND DAN SWEENEY HAVE VICES!

The two top executives of our organization are not "goody-goodies." They have vices.

Mr. Smith plays poker. Mr. Sweeney bets on horses. And they both play gin rummy and frequent night clubs.

But their biggest vice . . . is absenteeism. They sneak away from the office very often. Where do they go?

To grocery stores. They look. They investigate. They snoop. And they learn an awful lot about how to make profits for grocers.

Ask them some questions. Their answers will put money in your cash registers.

S O S !

Whenever you get in a food jam . . . whenever things go backwards . . . whenever you want to pow-wow with a couple of food experts . . .

... send an SOS for S. O. S. !

S. O. S. means Smith or Sweeney. And either one will come running at your slightest request.

ED SMITH AND DAN SWEENEY HAVE NO OFFICE HOURS!

To them . . . an office is a place for a pretty secretary . . . a telephone . . . and a place to get mail. However . . . their biggest interest is orders . . . and you get those in grocery stores.

That's why Ed Smith and Dan Sweeney are "on the street" most of the day . . . with no regular office hours.

Here is a laugh. About a year ago, a restaurateur opened one of the finest air-conditioned establishments in the

your **BEST** prospects are **BUSY** ones!

You'll win their attention with easy-to-answer

REPLY-O LETTERS

Busy men are never too busy to answer **REPLY-O LETTERS** . . . and you're doing them and your sales curve a good turn when you do use **Reply-O Letters**. The reply is in the letter . . . easy to return—no signature is necessary.

Send now for samples and examples of successes made more successful by **Reply-O Letters**.



So you've already GOT a good mailing list . . .

That's fine! More power to you and to the list. Specifically, more **earning** power. Because your list can work for others, same as it does for you.

Every year, hundreds of firms like yours receive extra revenue from their lists by renting them—through the D-R Special List Bureau—to non-competing mailers.

We'll gladly explain further how your list might prove more profitable. Just write on your business letterhead for our descriptive folder: "RIGHT UNDER YOUR NOSE."

D-R SPECIAL LIST BUREAU

Division of Dickie-Raymond, Inc.
80 BROAD STREET
BOSTON 10, MASS.

city. He put everything into it, including the kitchen stove . . . and every bank book he had. He went bust. His high-class head waiter . . . all the hoity-toity personnel were jobless. He made a few changes . . . toned down his prices . . . and left the rest to advertising. He reopened only 3 months ago . . . and believe it or not . . . it's one of the most phenomenal successes in town . . . with standing room only the usual thing.

The campaign was written to look like two separate ads . . . with each one headed with a picture of one of the owners. The following will give you an idea of the captions and copy that brought such immediate and astounding results:

EXPECTING!

Joe Mandell is about to give birth . . . to one of the finest delicatessen establishments in Baltimore.

Joe and his father-in-law (yes, father-in-law) Mr. Nathan Ballow . . . are opening their doors within a few days . . . serving sandwiches so high . . . you'll need a step-ladder!

Honestly, you'll get the lowest prices in Baltimore. Joe is expecting you . . . and he doesn't care how you look when you come

in . . . just so you look happy when you go out!

NOT FANCY!

Mr. Nathan Ballow has had a reputation for having the greatest delicatessen brains in the business.

There has never been anything fancy about Operation Ballow. He's plain and "down-to-earth."

Mr. Ballow knows two things about delicatessen. One . . . it should be tender, tasty and juicy. Two . . . it should cost so little . . . it's a pleasure.

DEFENDS TITLE TODAY!

Mr. Nathan Ballow . . . Champion delicatessen king of all time . . . starts defending his title today . . . as he opens the magnificent, new delicatessen emporium on Reisters-town Road near Rogers Avenue.

LOOKS GREAT IN APRON!

Joe Mandell says he feels better in his new apron . . . than he has ever felt in a \$100 suit. The reason is easy.

Mandell and Ballow have a real hit on their hands . . . so Joe has forsaken mufin.

Now for a serious word. Be careful. It's dangerous. It's the toughest copy in the world to write. It is advertising's thin ice. If you and your customer decide to use "the humorous touch" . . . take infinite pains with every word. Omit the innuendos. Smut is dynamite. Puns can lose more sales than a war-time salesman.

Do . . . be brave enough to joke about your customer or his product. Do . . . originate a humorous personality. Do . . . give the reader an opportunity to smile at anything "Charlie Chaplinish" about which you are advertising.

Do . . . exaggerate the characters as much as you like . . . never the facts.

You're funny that way. Your client can get rich that way. Your prospects . . . and the public . . . will enjoy reading your advertising that way. Fortunately . . . most of America's better advertising men (like Miss Hood, Miss Fischback, Miss Fitzgibbon, etc.) have an excellent change of pace. That's important. Because in order to write good humorous advertising, it is a necessary requisite that you be able to write all other types of copy which any product, theme or situation may require.

If you want to double, triple or quadruple the readers of the ads you write (whether it is newspaper . . . magazine or Direct Mail) try a dash of humor. If advertising's first job is "to get the ad read" . . . try humor.

"The funny thing about it" is that it brings results.



A MILLION SALESMEN A DAY....

Yes, more than a million pieces a day leave Excello . . . printed catalogs, direct advertisements, brochures, booklets and folders for Nationally Known companies of outstanding character. From this complete plant equipped to print letterpress, offset, mount and die cut, flows the sales tools of those who know that business is built on quality printed sales messages delivered on time.

Priced competitively to give you a better printing job at a lower cost and still deliver the impact of quality.

Quotations? . . . sure. Our business is built on intelligent quotations. We want the jobs that belong to us.

EXCELLO PRESS INC.
LITHOGRAPHERS • PRINTERS
400 NO. HOBAN AVENUE, CHICAGO 24, ILL.

Keep Sales on the go • call Excello • Van Buren 6-8790

THE HONEYMOON IS OVER

You should be interested in the following letter which arrived on the letterhead of Rapid Grip and Batten Limited, 177-195 Richmond Street West, Toronto 2B, Canada.

Dear Mr. Hoke:

I was very interested in Orville Reed's comments on personalizing (REPORTER April Issue) and must agree, of course, that the question will never be settled. Reading what he had to say did, however, start a train of thought in my mind and I send it along to you for what it is worth.

Gallons of ink have been used trying to persuade users of Direct Mail as well as Company Executives of all shapes and sizes, that a letterhead and what goes on it is, in most cases, a direct representative of the company sending it out. Its very appearance (its eye appeal) may prejudice the recipient for or against its message before he even gets around to reading what it contains. This "appearance" has little to do with six color printing or expensive art work but is, in reality, the existence (or lack) of what is known as quality, in its very broadest sense.

From my observations, both at home and at the office, Direct Mail (and most particularly the letter) is suffering from the same trouble as its author, the human salesman . . . it has gone soft. Those of us older men, if we are honest with ourselves, will admit frankly that we have forgotten how to sell. That if we were faced, suddenly, with a highly competitive situation or the breaking in of a new territory, we would hardly know where to start. Ten years is a long time and for all of that many of us have lived by the slogan—"don't make fun of our help, we can get new customers any time." And what was one of the first things we learned at our sales managers' knee? "Watch your appearance, wear conservative clothes, shine your shoes, keep those hands clean." And what was the second thing? "Speak plainly, distinctly and only as long as you can hold the prospect's attention."

If you haven't stopped reading by this time, you are probably asking yourself what all this has to do with sales letters. I submit that the peculiar type of inertia which has hit a wide cross-section of salesmen has cut an equally wide swath across the field of sales letters. "To personalize or not to personalize" is only a small part of the question. Letter writers, like many suppliers (and, after all,

they are really one and the same) have come to believe that an announcement of the existence of merchandise for sale is all that is necessary to cause Mr. or Mrs. John Doe to come a-runnin'.

Here is an example. A man I know had been purchasing a certain commodity, on a yearly contract basis, for a number of years. The product and service were satisfactory but nothing out of the ordinary. This year the supplier decided he would up the ante to a five-year contract (involving a sum of money running into four figures) so what did he do? He sent my friend a very poorly mimeographed letter, beginning "Dear Sir (or Madam)" and finishing with a rubber stamped signature. Remember, this all to sell better than a thousand dollars' worth of merchandise to a middle-class home. What was the result? Very tersely expressed it amounted to—"if that is all the interest they show in getting my order, how much more can I expect them to show in servicing it in the future." The contract was not renewed.

In all fairness let it be said that all sales letters are not quite this bad but in truth it must be admitted that dry rot has set in to an alarming degree.

Already there are more than mere hints that the honeymoon is over yet, seemingly, the idea persists sales letters, as long as they get mailed, don't need any pride as far as their looks and their personal presentation is concerned.

I said in the beginning that much ink had been used to prove the importance of the letterhead and its message. Gallons more have been consumed to try and get recognition for the twin "professions" of advertising and selling on the professional level. Yet, from within, we are sabotaging our own efforts. If sales managers, advertising managers and others are willing to continue laying themselves open to such well deserved criticism, what hope have we?

If the budget and the availability of hired help permits of a personal letter, let's use one. If it doesn't seem practical to do so, surely we have the ingenuity to take another approach to reach the same destination but whatever we do, let's make it our best, best thinking, best planning, best production. If we do this, salesmanship in print should take a mighty leap in the right direction.

Cordially yours,

(signed) George Franklin
Sales Promotion Manager

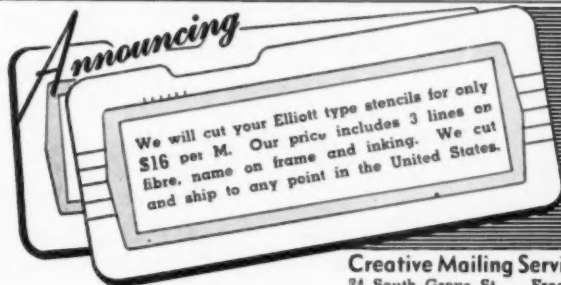
REPORTER'S NOTE: Good thinking.

FOR MORE SALES
THROUGH THE MAILS
Use SAWDON ORDER-VELOPES
and COMBINE-FORMS

These Combination Order Forms
and Return Envelopes Will
Increase Your Mail Orders

Write for Specimens Used by
Leading Mail Order Companies

THE SAWDON COMPANY, INC.
484 Lexington Ave., New York 17, N. Y.



Local Cancer Society Triples Mail Contributions

"Returns so far show that your Return-Velope mailing, for our Cancer Fund drive has produced triple the results than in any previous year."

—The American Cancer Society
(Belleville Committee)

Using the Return-Velope in place of the Return-A-Card this organization tripled previous years contributions. They found, as have many other successful mailers, that the combination of a return unit always at your prospects' fingertips and the assurance that the card or envelope will stay with your sales message until used, gives mail results a welcome shot in the arm.

THE CARD IS ATTACHED TO
THE LETTERHEAD



You can use RETURN-A-CARD for as little as 1½ cents per set up to 3 cents per set depending on quantity. Write or phone now to see samples of these improved mailing pieces.

TESTED SALES PRODUCERS, INC.
131 West 53rd Street
New York 19, New York
Plaza 7-8573

Now You Can Have Your Own 2 Color
House Organ for Only \$40 per 1 M
Copies!

Your name as publisher. Your ad front
page. (Free copy help). Self mailer.
Contains pictures, humor, facts. Builds
good will. Brings amazing response.
Get sample.

The Messenger Publishing House
316-B Marion Bldg. Cleveland 13, Ohio

Creative Mailing Service, Inc.
24 South Grove St. Freeport L. I.
FREEPORT 9-2431



THIS IS A DMAA BEST OF INDUSTRY AWARD WINNER FOR 1948

SYNDICATED DIRECT MAIL FOR DIAPER INDUSTRY

by James M. Stewart, *Associate Editor*

REPORTER'S NOTE: Here again is another very important story for every reader. Don't scoff at the heading or the subject. If the average industrial advertising campaign was planned as thoroughly and skillfully, with as close attention to costs and details . . . there would not be so much waste or so many flops in Direct Mail. So read this story carefully. Learn about Direct Mail . . . from selling a diaper service.

"Direct Mail can sell anything from diapers to . . ."

You can stop right there. Because this is a story about a syndicated mail advertising campaign for the diaper rental and baby laundry services throughout the country. Developed by Herman Farrand of the Fred M. Randall Advertising Company, Book Tower, Detroit 26, Michigan. The service includes literature, postage, addressing, scheduling . . . and a lot of advice. The REPORTER is describing this campaign because many of its well-developed elements could be adapted in other selling campaigns.

At the latest count, 32 diaper services are taking advantage of this intricately worked out program. Fifty are expected to be serviced by summer's end. Here's how it works.

First a budget is prepared by the Randall Company for the party interested in the advertising plan. A study of a good number of different-sized plants in various-sized markets . . . makes possible an approximate calculation.

This figure is dependent on several factors. The prospective client's advertising problem must be compared to the total market's actual and potential size. Competition is resolved into the picture. And the annual net profit is then checked against gross income.

If he's a small operator in a large market he'll spend a higher percentage of his gross income for advertising. But a fair figure is strived for.

Four 11" x 17" sheets make up the budget chart . . . in which each and

every item and service that can be offered by Randall is listed. Calculations are made there.

When the diaper service signs up . . . the first thing Randall does is dress up their "new baby". A signature cut is designed, letterheads and envelopes prepared. Then the customarily drab delivery truck is spruced up, spic-and-span with colorful, appealing designs to act as a mobile billboard.

Objectives

Each individual program works toward these goals.

- 1) Sell the pre-natal mother on diaper service.
- 2) Keep customers longer.
- 3) Secure good-will and continue contacts with "quits" or cancellations.
- 4) Inform professional people about health protective features of the services.
- 5) Train drivers and employees to act as salesmen.



Selling the pre-natal mother is very important. This stage of the promotion can really be considered the most productive . . . and is necessarily the most complex.

To give an idea of the degree to which the program has been developed, here are typical instructions for an average company to follow in pre-natal mailings.

- Step 1. Upon receipt of a prospect name check it for name, address, phone, expectant date.
- Step 2. Then mail out immediately: Package A, the 3-color circular and letter A-1A in tube.
- Step 3. When a prospect goes into her 6th month, and after she has been mailed Package A, send her Package B:
Govt. booklet . . . "Pre-Natal Care"
Letter 2-A—enclosed in book
Letter 1-C—"Friend's advice"
- Step 4. Upon entering the 7th month of pregnancy mail out package C:
Circular—1
Letter—1
Reservation Card
- Step 5. Upon entering the 8th month, mail out package D:
Testimonial Letter 1—D
Circular 2
Reservation Card
- Step 6. Upon entering the 8½ month, mail Package E:
Circular 4
Evidence and Protection Circular
- Step 7. When entering the 9th month send prospect Mailing F:
Parents' Letter 1-B
D. S. I. A. Circular
Parents' return card or reservation card
- Step 8. After the ninth month, be sure and telephone the woman and also try to see her. If possible, have a driver stop off along his route.

There are many variations . . . when names are received either before or after the date suggested to start mailings in these instructions.

The pieces are good-looking. The "backbone" of this series of mailings is a long 6" x 17", red, blue and black folder with pictures of a trip through the plant inside. Each diaper company has differently designed cover page . . . and some slight changes inside to fit the local picture. In these cases, the Randall service is more personalized . . . than syndicated. This piece is rolled into a gold mailing tube and addressed on a smart blue and gold label. A post card series has recently been prepared for the smaller budgets.

Pre-natal diaper prospects receive at least 4 mailings before expectant date. Sometimes the figure goes as high as 6 or 7.

Names for this group are reported by routemen, solicitors, customers, old cus-

tomers, nurses, doctors and by hospital contacts.

In most cities, a birth list is available within 3 days of the child's birth. When such a list is compiled, it is checked against pre-natal list. Duplicates can then be removed from the birth list.

One of the three-color circulars is placed in a tube and mailed to the new mother. Also a black-and-white folder telling about the cleanliness and pure-

ness of the three-cornered objects. But this is strictly a one-shot attempt.

As soon as mother becomes a customer she is showered with three helpful and thankful mailings . . . each one week apart.

First is made up of "thank you" letter and a 7" x 10" "hush" card. Die-cut to "sandman" shape, on heavy, crystallon-surfaced cardboard. Next week a government published booklet

(continued on page 20)



NOW AVAILABLE! THE SEVENTEEN STEPS TO RESULTFUL DIRECT-MAIL

For more than a decade CIRCULATION ASSOCIATES has been in complete charge of Direct-Mail production and list-management for many of the country's largest and most successful users of the mails. In that time we have accumulated a vast knowledge of methods, procedures and devices for the promotion of practically every conceivable product or service. Now, for application to your own Direct-Mail problems, we offer the sum total of this knowledge and experience in the form of "THE SEVENTEEN STEPS TO RESULTFUL DIRECT-MAIL" . . . a complete practical course in tested techniques for the creation and production of more effective mail campaigns.

Prepared in convenient desk-file form, you can keep "THE SEVENTEEN STEPS TO RESULTFUL DIRECT-MAIL" constantly at your elbow to bring you authoritative, down-to-earth descriptions of every phase of Direct-Mail procedure . . . list problems, copywriting, printing and other reproduction methods, layout and art problems, letter-shop operations and eleven other major factors . . . PLUS a profusion of actual samples of currently successful Direct-Mail pieces and such indispensable working-tools as production, scheduling and result record-forms, paper samples, color charts, trick folds and

"gadgets" and other "showmanship" methods and materials.

ATTRACTIVE DESK-FILE CABINET INCLUDED

The course will come to you in individual sections at intervals of three weeks, each of the seventeen accompanied by the data, samples and other material pertinent to it. To keep it conveniently at hand for ready reference you will also receive a special desk-top filing cabinet designed to hold not only the seventeen sections of the course, but any collateral material you may add to it to build up your own current reference-file of resultful Direct-Mail.

TO DEFRAY PRODUCTION COSTS IN PART

Many thousands of hours of effort have gone into assembling the material for "THE SEVENTEEN STEPS" and many thousands of dollars into its preparation. To meet this expense, in part, the complete project is being offered at the token cost of \$7.50 . . . with the full purchase price refunded to anyone who fails to find it indispensable in the preparation of RESULTFUL Direct-Mail. Return the coupon today and the file cabinet, sample material, and Section 1 of the course itself will be forwarded to you immediately!

CIRCULATION ASSOCIATES

Direct-Mail Suppliers • List Compilation and Maintenance • Stencil-Cutting • Triple-Head Multigraphing
Offset Lithography • Letter Press
Printing • Addressing • Mailing
Complete Mail Campaigns

1745 Broadway, N. Y. 19

CIRCULATION ASSOCIATES, 1745 Broadway, N. Y. 19
Send me "THE SEVENTEEN STEPS TO RESULTFUL DIRECT-MAIL ADVERTISING" with special file cabinet and supplementary material as offered in your advertisement, at a cost of \$7.50 complete.

Name _____
Company _____
Address _____
City _____ Zone _____ State _____

LET THIS . . .



Guide you to better Direct Mail

This orderly, thorough, down-to-earth, year-long study program in all the ramifications of a VERY BIG subject . . . will help you to avoid the pitfalls and to increase the power of your Direct Mail.

Send for my twenty page prospectus. No tricks. No "free" offers. No amazing promises. No world with a fence around it.

Write personally to
HENRY HOKE
17 East 42nd Street, New York 17, N. Y.

Those two little words

THANK YOU!

can be mighty important to the life of your business . . . to your sales figures . . . to your profit and loss statement.

Have you ever sent a **written THANK YOU** to your customers? Now is the time! You're out of a Seller's Market, into a Buyer's Market. Let your customers know you appreciate their business.

Send for our series of **6 THANK YOU LETTERS**—no obligation, of course.



MARY ELLEN CLANCY
250 PARK AVENUE, NEW YORK 17
(at 46th Street) Plaza 9-1520

Addressing

(By hand, typing or plate)
Multigraphing - Mimeographing - Mailing

on "Infant Care" and a transmittal letter are mailed.

The third mailing includes diaper instruction booklet and a letter explaining the copy of "Parents" magazine all customers receive every-other-month. It's an *extra* service. Response has been wonderful.

Now that the customer has been indoctrinated . . . she must never be allowed to forget whose service she is getting, and how necessary it is to her and baby. Records show that 3 out of 10 new customers use a diaper service for maximum of only 2 months. Only 2 out of 10 remain for more than 12 months. So a constant stream of reminders is necessary.

Every week, mother finds in her bundle a page-size ad in two colors, on glossy stock. Local company's slug at bottom.

Once a month, a colorful business reply card is inserted, asking for names of prospective mothers in the neighborhood.

In addition to the ads and cards, customers regularly receive reprints of pertinent articles, "reminder" ads, reprints of publicity items and other helpful literature.

After Mother Cancels

Now Randall's "quits" plan is put into motion. On the last day of service, the company driver delivers in attractive cardboard frame . . . a cute diploma, with gold seal and all. Baby's name is printed in and it's ready to hang on nursery wall as a memento of the "diaper days". Here's the "tongue-in-cheek" copy.

Know ye by these present that the Board of Regents (name of diaper service printed in here) Awards this Diploma of Merit to (baby's name filled in here) for having subscribed to a course of self-control, thereby gaining distinction and achievement as a Master Student-Emeritus of the Diaper Day and Night School. In testimony thereof this Diploma of Merit is given at on this day of 19 .

A short time later, mother receives a booklet titled "Your Child From One to Six". Figures show that forty out of one hundred "quits" return sometime later as customers.

Local doctors, nurses and hospital contacts are kept up-to-date by Randall-directed diaper services. Since doctor's word, one way or another, can mean many customers . . . this public relations plan is imperative.

Under an ideal situation, each and every one of this group receive a monthly contact from the local service. Stress is placed on health and

cleanliness. In New York alone, 12,000 doctors are reached.

Among the promotional pieces are explanatory letters, 3-color circulars and page ads about the service mothers receive, sample of monthly health check all employees must have, offset reproduction of lab report made on a sample of rinsing water, and copies of "Parents" magazine for doctors' waiting room.

In this way the medical people are acquainted with diaper service's code of cleanliness and ethics.

Randall tries to make each one of their client's drivers a star salesman and good-will ambassador. Randall mails each employee booklets on salesmanship and mimeographed bulletins prepared to give more specific suggestions for the diaper business. Sales contests arranged on an incentive basis have proved to be extremely popular.

Recognizing the importance of the telephone . . . two 3 1/4" x 4" folders gayly printed on crystallon stock are used for follow-up of telephone conversations. When a customer calls, whether it be compliment or complaint, she is sent a thank-you card. A nickel is tipped on . . . because "we feel we should pay for your call." Adds the important personal touch.

Bill board, radio and streetcar advertising have been discarded for all Randall clients. Newspaper is used where it can be afforded, but rarely over 15% of the budget is allotted to this media. Seldom produces 15% in relation to cost.

Says account executive Farrand:

"Direct Mail, where used effectively, produces as high as 50% of gross new business. From exhaustive studies, we find mail advertising the only effective means of promoting and selling a diaper service. The effectiveness of the campaign has been pretty outstanding. Not only have we increased the average length of service of our customers from 3 to 6 months, but we have enabled our clients to do better than the average in industry on the whole."

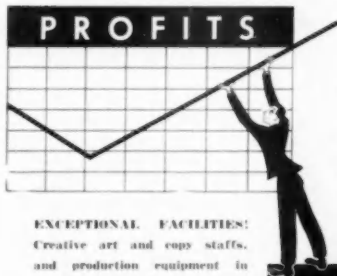
◆ **LIST BROKER** Arthur Martin Karl. Names Unlimited. 25 West 45th Street, New York 19, N. Y. is producing a very professional-looking h. m. called "The Mailers Bulletin". The 4-page, newspaper-like sheet is filled with all sorts of newsy tidbits about mail order, postal rules, anecdotes by m. o. users. Naturally, too, some of the lists available through Names Unlimited are presented. Congratulations to editor Marcie Coolidge . . . on a first rate job.

Strictly Mail Order

Reporter's Note: This department of **THE REPORTER** is reserved for the views and news of the mail order people . . . the men and women who use the mails to get immediate orders.

Tip to V. D. Angerman, publisher of Science and Mechanics, Chicago, Illinois:—Post Office delivery schedules can wreck the best laid mailing plans. You had a sound idea when on May 11th you mailed a form letter to prospective advertisers by registered mail. . . . offering to give them your old advertising rates (before a raise) if they would reserve space by May 14th.

Your registered letter from Chicago carried 31¢ postage, but May 14th fell on a Saturday. Your New York prospects did not see your letter and enclosures (including reply telegram blank) until Monday, May 16th. And the samples we saw were not delivered until 4:00 P.M. on the 16th, so no one could meet your urgent closing date or offer.



EXCEPTIONAL FACILITIES:
Creative art and copy staffs,
and production equipment in
40,000 square feet, for fast,
fresh, effective sales promotion!
Let us assist you with all or any
part of your promotion program.

Push 'Em Up!

Use the merchandising-by-mail skill that has recently won 29 NATIONAL AWARDS for increased sales and profits. Various Ahrend-created campaigns are producing from 5% to 15% sales now! Our staff of sales promotion experts will work for **RESULTS** for YOU—the direct economical way. For full details—without obligation—call MU 6-3212 now!

IT PAYS TO AHRENDEISE!

D. H. AHREND COMPANY

333 EAST 44TH ST. • NEW YORK 17, N. Y. • MU 6-3212

More Tested Mailing Lists

Dentists	75,000
Exporters	7,000
Labor Union Officials	139,000
Manufacturers'	
Representatives	14,000
Nurserymen and Seedsmen	28,000
State and County	
Employees	500,000

Ask for descriptive cards on these and many other lists

Industrial List Bureau

45 ASTOR PLACE GRamercy 5-3350 NEW YORK 3, N. Y.

It was a fine idea. Too bad it blew up in your face.

Speaking of mixed up dates. . . . Canadian promoters are having their troubles too. The Department of Travel and Publicity in Toronto mailed a third class form letter on April 30th inviting Americans to attend the Industrial Editor's Annual Convention, May 10-12. The letters were received by various prospects on May 13th. . . . the day after the convention closed.

The moral seems to be . . . if you are placing a time limit on your offer, or if you are advertising a special dated event allow generous time for Post Office delivery.

Here's a "different angle" used by Fortune magazine. . . . in their current renewal efforts.

Letterhead has drawing of industrial objects. Second page has penny tipped on. Letter's well worth reading.

Dear Ex-Subscriber:

About that expired FORTUNE subscription of yours—

—I'm sure you'll more than agree that by now I've put in my 2¢ worth of requests for your renewal instructions. In the process, you've had—

—letters from me that quoted what other readers are saying about FORTUNE's new editorial program: "Great!" "Indispensable!" "Valuable management tool . . ."

"Any one issue is worth the price of a year's subscription . . ."

—the cover of the February issue, with a quick digest of that month's contents. (The "fair trade" law controversy started by one of those articles is still boiling in many newspapers, state assemblies, and trade magazines. FORTUNE's popular *Your Taxes* department began then . . . and we've had hundreds of requests for extra copies of February's articles on industrial relations, break-even points, cosmic rays, etc.) . . .

—a letter about "sheep and goats," which used the simile to point out that this is "a year when Success is going to be more and more selective about who gets to wear sheepskin and who dresses like Robinson Crusoe." (Moral: In a newly competitive economy, keep informed and alert with FORTUNE.)

(continued on page 22)

—a letter just a few weeks ago which told you how FORTUNE is making news, increasingly often, and promises to create as well as report a lot of new excitement in the next few months.

But I hope you won't mind just one more letter, which adds one more cent to all the previous 2¢ worth—

—in hopes you'll accept the penny for your thoughts on *why* you haven't chosen to renew your FORTUNE subscription.

Just jot your reasons on the back of this page: editorial content, appearance, ads, price, subscription service—whatever they are, I'd greatly appreciate having them.

Here's a postpaid envelope to mail them in, with or without your initials on the enclosed card—which represents your *last chance* to keep your place on FORTUNE'S active subscriber rolls.

And thank you very much, in advance, for your courtesy. Whether your final FORTUNE decision is Yes or No, your reasons for it will be a real help to all of us here.

Cordially,
F. D. PRATT
Circulation Director

Speaking of unusual mail order case histories . . . one of the most peculiar campaigns is going great guns. The Forecaster Company, 20 Greene Street, New York 13, N. Y. sells a new automatic (card board slide rule) device which allegedly forecasts the days of the month when pregnancy is possible and impossible. It is based on the so-called Rhythm System. We understand that the promotion is not objected to by medical, church or Post Office circles.

More than three million pieces have been mailed so far. Results excellent. Mailing unit consists of well-written letter, explanatory circular, order blank and return envelope. Priced at \$1.00. Money back guarantee . . . if not completely satisfied.

The best list (of all those tested) is . . . surprise, the daily registration of births. New mothers seem to be more interested in the subject than any other group of people. For two entirely dif-

ferent and opposing reasons which you can dope out for yourself.

If interested in securing a sample of this unusual mail order application (handled with good taste) write to Mildred J. Green at Forecaster Company.

Stop Us If You've Heard This One . . .

New Circus Actress: "You know, sir, this is my first job in a circus. You'd better tell me what to do to keep from making mistakes."

Manager: "Well, don't ever undress in front of the bearded lady."

—Willard Sales Maker
Willard Stornace Battery Co.
246-286 E. 131 St., Cleveland Ohio

Since 1920 M. A. S. A.*

HAS BEEN CARRYING A TORCH FOR YOU!

And we shall continue to carry that torch . . . for greater recognition of direct mail advertising and fair consideration from the post office department and for the contributions mail advertising makes toward the welfare of this country.

WHY!

Because *Mail Advertising Service Association, International (M.A.S.A.) is an organization of more than 650 firms all over the United States and Canada who are geared to give intelligent and honest service to the users of direct mail advertising.

Ours is a selective organization and each of the members has been found duly qualified to meet the high standards we have long established.

Today, even though the ranks of the friends of direct mail advertising have increased . . . eternal vigilance against the opponents of mail advertising is still our watchword.

You ought to have one of our M.A.S.A. members help you with your mail advertising,

not because he helps to "carry the torch" but because he can help you make your job easier and more productive.

Our members can do anything and everything in direct mail advertising from creation of idea to depositing same in post office, or any activity such as — mailing, mailing lists, multigraphing, mimeographing, typing, addressing (typewriter), addressing (longhand), addressing (mechanical), personalized letters, speedball personalizing, private mail list maintenance, creative art, plans, ideas, copy, printing, offset, lithography, planographing, addressograph, plate making, Elliott stencil cutting, folding, collating, inserting, display shipping, etc.

Send us a request and we shall be happy to mail you, free of charge, a list of our members who can serve you . . . we want you to know our members . . . you'll find it pays.

MAIL ADVERTISING SERVICE ASSOCIATION, INTERNATIONAL
18652 FAIRFIELD AVENUE • • DETROIT 21, MICHIGAN

One Advertising Man to Another

GEORGE KINTER'S MONTHLY LETTER EXPRESSING
ONE MAN'S OPINION

You may be interested in knowing, Henry, that I have given the "Hot Dog Story," that you ran on your March cover, a little wider circulation. I reprinted it in *Advertising Highlights*, that reaches some 2,500 businessmen; I used it in *Time Out*, house magazine of Steel City Electric Company that is mailed to more than 4,000 architects, engineers, jobbers and contractors in the electrical field; and in *Pause*, which carries a bit of mental refreshment to 800 industrialists in Western Pennsylvania, through the courtesy of W. A. Stoeltzing, a manufacturers' representative.

In each case, I gave the author, Mr. George Trundle, the house magazine of the Trundle Engineering Company, which first carried the piece . . . and *The Reporter* full credit. *Advertising Highlights* carried your note about reprinting.

I am sorry I could not give it still wider circulation, because it is a bit of "thought food" that is needed at this time for mentalities capable of digesting it. Signs are already being torn down and buying of raw materials being curtailed. At the present rate it may not be long until we are again in the middle of a great depression.

But I sometimes wonder if the mentality of the rank and file businessman is capable of digesting such "thought food." Certainly some of our so-called "shrewd" businessmen fail to reveal it. I am inclined to believe that depressions are caused by the very lack of sound business thinking. Business sits on top of the world in a seller's market, but when the buyer gets into the saddle he finds himself in a state of frustration. To him, there seems to be only two things to do . . . speed up production and cut prices.

Manufacturers lay awake nights figuring how one man can do the work of two in the production of their products . . . thus reducing buying power. But lose no sleep figuring how to increase the brain power in their advertising departments. The best they can dream up is cutting production in these departments and by so doing,

reduce "overhead." Replacing the brain power that was generated for them in "honkey-tonks," night clubs and on the golf course in the days of easy selling never occurs to them.

If they analyzed the brain power in their advertising departments as they analyze production methods in their factories and did something about it, there probably wouldn't be any serious depressions. But they let their advertising departments function as long as possible at high cost and inferior production, and when they find it is eating into their profits, they merely cut the output.

With spending dollars becoming fewer, the small advertisers, who in the lush days, aped the big boys in their asinine advertising just to get their names into print and short change the government in taxes, are learning from the newspapers and the foretellers of the business future that there is a depression in the offing, and they are hastening to tear down their signs.

As yet, falling sales have not reduced the advertising of the big boys. In fact, in some cases their volume of advertising has been increased to ballyhoo premiums, two-for-the-price-of-one-penny sales and annoying, silly songs.

There has been little, if any, evidence that the big advertisers have done any overhauling of their advertising departments to meet present and future conditions. Their surveyors apparently haven't made any recent check on the buying public that not long ago was standing in line for scarce products, and took what it was offered in spite of the silly songs and insults to its intelligence.

These advertisers will probably continue to use the same out-moded creative and productive advertising equipment until their favorite business prognosticators convince them that the middle of another depression is near and they, too, will hasten to tear down their signs.

All of which prompts the thought, Henry, that the Advertising Federation of America should have divided its not too recent campaign into two parts. The advertising going to the

public could have carried its famous slogan: "Advertising Makes Jobs." The advertising going to advertisers should have appropriately carried the slogan in reverse.

Speaking of the need for overhauling:

"Smells like a sinister effort to lure youngsters into the cigarette habit," is the *Christian Herald* magazine's opinion of the Horace Heidt Original Youth Opportunity radio show, sponsored by Philip Morris.

The religious magazine article reports that a careful analysis of the Heidt broadcasts over NBC leads one to believe that the program (1) goes out to win and hold a tremendous youth audience, which it conditions to the desirability of smoking Philip Morris cigarettes by associating clean living, sportsmanship, social prestige and the youth idols with smoking; (2) sets a new low in bad taste by begging listeners to buy Philip Morris cigarettes because of the allegedly good work the sponsor is doing for the youth, and (3) exaggerates the good being done by this program for the youth of the nation and capitalizes to the utmost on the exaggeration.

In our opinion, the criticism is well deserved. While the program, in itself, may have merit, the sponsor's tie-in is a new low in advertising. It is a mere plea to the public to buy Philip Morris cigarettes merely because their makers are giving a few "amateur" entertainers an opportunity to display their talents. If we ever had any respect for Horace Heidt, it has been entirely dissipated by his pleadings to "the nice people" who listen to his program, to buy a weekly carton of Philip Morris, whether they smoke cigarettes or not.

This is not advertising, it is merely begging . . . pleading with the public to buy something to help a cause rather than buying it on its merit, and its sales value can be only temporary. A large percentage of the people who have switched to Philip Morris will switch to some other cigarette when Horace has completed his contract and PM will be left with a worse "hang-over" than any cigarette can produce.

Yours,
Geo.

REPORTER'S NOTE: You'll be glad to know, George, that the Hot Dog story has had tremendous distribution. We've had reprint requests from all over the map. It has appeared in countless house magazines, sales bulletins, mailing pieces . . . and *Magazine Digest* ran it in the May issue. It's even been used in newspaper advertisements. George Trundle, Jr., should be pretty proud of his brain child.



Playing POST OFFICE

By: Edward N. Mayer, Jr.
DMAA Past President

By the time you read this, there may be a new Postal Rate Bill in the works, even though the Postmaster General hasn't finished his rebuttal testimony before the House Committee. After his rebuttal is finished, which, as this is written looks like some time in the middle of June, there still must be executive sessions in which the members of the Committee will make up their minds about what they think your postage bill should be in the future.

But when and if a new bill is reported out to the whole House, it still has to pass (House and Senate) and be signed by the President. So—at this moment, the picture is just as cloudy and confused as it has been!

In the start of his rebuttal on May 23rd, it didn't seem to us that the Postmaster said anything he hadn't said before. As might be expected, he was vociferous in his demands for a sizable increase in second class rates. His prepared paper, which wasn't completed on the 23rd does repeat his requests for the increases he previously recommended in post card, third, fourth and special service rates.

His testimony (in the prepared paper) on the recommended doubling of the Post card rate seems the more peculiar for what it didn't say than for what it did. He writes:

"The rate on postal and post cards was increased to 2¢ by the War Revenue Act of 1917, at a time when there was a surplus in the operation of the Postal Service of nearly \$10,000,000. The 1¢ rate was restored by the Act of February 24, 1919, at a time when there was a surplus in the operation of the Postal Service of more than \$73,000,000. The rate on private-mailing cards only was increased by the Act of February 28, 1925, effective April 15 of that year, at a time when the deficit in the Postal Service was nearly \$40,000,000. The rate on the private-mailing cards was restored to 1¢ by the Act of May 29, 1928, at a time when the deficit for the Postal Service was \$32,000,000.

"The increase in rate as mentioned was not

brought about by any alarming deficit and there was good reason for restoring the rate to 1¢. The situation is different now, and there was a loss of \$57,000,000 on these postal and post cards in the fiscal year, 1948."

But nowhere in his testimony do you find anything about the drop of 75% in volume of cards in 1917 nor the fact that private mailing card business fell off so precipitously in 1925-26-27 that the Post Office itself asked Congress to restore the one-cent rate.

In Mr. Donaldson's testimony about third class mail, he quite casually admitted that:

"... this class of mail generates more first-class mail is true, but there is no longer a profit on first-class mail and therefore no point in generating additional volume on a class of mail which no longer produces revenue in excess of expenditures."

In the next breath however, he admits that *today* there is a profit of approximately one-twentieth of one cent on each 3¢ letter carried by the Post Office. Maybe our mathematics aren't above reproach, but if the Post Office carries approximately twenty billion pieces of first class mail, and makes about 1/20¢ on each one, that adds up to more than a few millions of dollars, which, as the man said, ain't hay!!

There are other statements in the Postmaster General's testimony that could and should be answered . . . but for the very best answer to the whole question of setting postal rates by multiplication rather than logic, we'd like to quote one little story that may prove once and for all that the Post Office is a "service" or in some cases a political organization rather than a business institution.

Here's what Drew Pearson said about a Maryland Post Office in his column "Washington Merry-Go-Round" on May 26th—

"Lilypons, Md., a post office in a cow-pasture, from which the opera star Lily Pons

mails her Christmas cards, is kept open at a cost of about \$5,000 a year—by political pressure.

"No person gets mail at Lilypons. It serves one goldfish company—no one else. Locals petitioned the government to close the post office. But Senator Tydings says no.

"Lily Pons has nothing to do with that, probably doesn't know it. The owners of the goldfish company hired attorneys close to Senator Tydings and O'Connor. O'Connor says he merely attended a meeting in Tydings' office and it not very interested. But Tydings seems to be.

"Last fall, inspectors wired this post office to be closed.

"The Lilypons Post Office serves no patrons except the Three Springs Fisheries and the Thomas Supply Co.," states the report. "Mail is not received for any others. Employees of the companies number 10 and no employees live at Lilypons.

"Incoming mail is small, sometimes only five pieces. At the peak season about 103 pieces arrive daily. Out mail varies, averaging about 75 pieces. Adamstown is 3.2 miles away. Rural carrier is 1.2 miles away."

"At first the Senators did nothing. Then the owners of the goldfish company retained Francis Pettit, friend of O'Connor, and William Sturm, close friend of Tydings, and Lilypons, Md., is let alone."

After reading the above . . . and checking the facts as closely as we could, we can't help wondering how many more situations like this one exist. We know it's not the fault of the Post Office that they do . . . but we do think the Mr. Donaldson might take them into consideration before proposing increased rates to be paid by business organizations that never heard of, nor use the Lilypons, Maryland type of postal establishment.

So be it. As we've said, there's nothing we can report about the Postal Rate situation at this time. We do think, however, that this is a fine time to tell your own Congressman and Senator too, what you think personally of increasing rates at this time.

David Lawrence is at it again. This time, May 9th in the New York Sun to be exact, he accuses the Post Office of accepting subsidies from the Railroads. In a labored and completely inaccurate column he calmly says—"The Post Office Department collects \$668,000,000 a year from the public for first class stamps and pays the railroads about \$26,000,000.

It strikes us that with his large staff of research experts, at least one of them might have checked his figures. If one had, he would have found that the \$26,000,000 talked about was merely a "carry over" figure and that the amount paid the Railroads actually amounted to over \$175,000,000. If you're interested in the real facts of the Post-Office—Railroad case, you might write the National Council on Business Mail, Inc., 105 West Monroe Street, Chicago 3, Illinois, and ask for a copy of their April-May Bulletin. The whole story is accurately reported therein.

There was an item in the Postal Bulletin of May 3rd that contained some valuable information for all users of third class mail. It outlined regulations covering enclosures permitted with books or catalogs mailed at the special rate of 1½¢ for each 2 ounces or 10¢ per pound, under Section 562 P.L. & R. Here are the highlights—

"Books (including catalogs) having 24 pages or more, counting the covers, when mailed in packages not exceeding 8 ounces in weight, are embraced in mail matter of the third class and subject to postage at the rate of 1½¢ for each 2 ounces or fraction thereof, or 10 cents a pound, with a minimum rate of 1 cent apiece, if mailed in bulk under the provisions of Section 562, Postal Laws and Regulations. In order to be mailable at these rates, at least 22 of the pages, counting the covers, must be printed.

"There may be enclosed with a printed book or catalog of 24 pages or more mailed at the rate of 1½¢ for each 2 ounces or fraction thereof or, when applicable, at the bulk rate of 10¢ a pound but not less than 1¢ apiece—

- (a) A single reply envelope or a reply post card, or both.
- (b) A single order form.
- (c) A loose printed circular or circular letter consisting of a single sheet not larger than approximately the size of the book or catalog it accompanies.

"Only such matter may appear on the reply envelope, post card, order form, circular, or circular letter as obviously relates directly and exclusively to the book or catalog, and when such relation is apparent at a glance. Under this liberal construction a short printed circular merely calling attention to the book or catalog may be enclosed without affecting the rate.

"Such loose enclosures may not bear any extraneous matter in the nature of a general sales talk or matter going into detail or quoting at length what the book or catalog itself sets forth, and may not contain any additional or special offers which are not featured in the book or catalog itself. A printed price list not exceeding the size of a page of the catalog and listing only articles featured in the catalog is a permissible enclosure at the third-class book rate, *provided no other circular is enclosed*. If prices are shown in the catalog itself, different prices or discounts with respect to the same articles

would not be permissible on the price list.

"Samples of cloth or other merchandise may not be attached to or enclosed with a book or catalog weighing 8 ounces or less mailed at the third-class book rate provided for books and catalogs, but subject the entire package to postage at the regular third-class rate."

DIE-CUT POP-UPS

Had a lot of fun with the four folders mailed by Merck & Co., Inc., Rahway, New Jersey. Promoting the "unique Merck fused-label" bottles. With label part of the glass itself.

All four use die-cuts, trick folds and pop-ups.

One has pop-up inside of a hand presenting a bottle !!! when you open the 3-color, 7" x 9" folder. Another has curtain that, when moved aside, shows die-cut bottle stuck in tabs. Be-

hind bottle . . . is business reply card attached to folder.

The third has bottle showing through cover. The fourth has announcement showing through.

All except the second have reply card a part of the folder . . . offering wholesaler sets of filled bottles. Done offset on heavy stock.

SALES LEADERSHIP

Selling now requires crusading leadership.

Harry Porter of Harris-Seybold Co. sent us a copy of confidential bulletin mailed to entire sales force. In it, Harry discussed current pessimism affecting Graphic Arts Industry — and quoted the "Hot Dog Story" from March REPORTER.

He has given us permission to quote

MAIL ORDER LIST FOR SALE

One of the finest mail order lists in the country. 900,000 names of buyers, inquirers and property owner-prospects. It is being offered for sale because the firm has switched over to a straight wholesale-through-dealer operation.

This list produced \$2,500,000 in 1947 at an advertising cost of 3.19%. Average unit of sale was \$74.13.

Names are concentrated in the ten southeastern states. Consists chiefly of small town property owners and farmers. All names are on Elliott stencils, filed in cabinets by state, county, and alphabetically by name. Keyed according to sales and inquiry history.

For complete sales analysis and information

Write Box 61, The Reporter
17 East 42nd Street, New York 17 N. Y.

the not-so-confidential portion of the bulletin . . . the ammunition for dispelling hysteria. These points might be of value to other bulletin creators.

The decline in general business to date has been small:

The Federal Reserve Index of Industrial Production has declined less than 5% from the October, 1948 high and is less than 2% below the 1948 average. It is still 75% above the 1939 average.

The Federal Reserve Index of Printing and Publishing also reached its peak in October, 1948 and has declined about 5% since. This is still 45% above the 1939 level. This index is based largely upon the consumption of printing paper. Shipments of printing paper in 1939 averaged 175,000 tons per month while the current rate is 250,000 tons. (Both of the above Federal Reserve Indexes are adjusted for seasonal variations and the effects of inflation have been removed. That is, they represent physical volume and not dollar volume.)

The dollar volume of printed advertising, specifically magazine, outdoor and Direct Mail reached a peak in the spring of 1948 and has declined less than 10% since. This decline reflects largely a tightening up on the part of the purchasers of advertising, and, in a small

part, price weakening. With the buyer's market becoming more and more competitive, advertisers do not anticipate curtailed budgets. They are merely asking for more value for their advertising dollar.

Unemployment increased from 1.6 million in October, 1948 to 3.2 million in February and March, 1949 but has declined to 3.0 million in April. This compares with 9.5 million unemployed in 1939. Civilian employment in 1939 was 45.75 million compared with 60.1 million in April, 1949.

Production workers employed in printing (Book and Job) has declined about 2% since October, 1948, which was 1% below the all-time peak employed during the last quarter of 1947. This is 50% above the 1939 employment in the industry.

The general price level, as measured by Wholesale Prices of All Commodities, U. S. Department of Labor Index, has declined 6.5% from the August 1948 high. This is still 120%, or almost 2 1/4 times, the 1939 price level.

These are some of the basic facts about the magnitude of the decline. As you can see, it is not very great. In fact, the return of normal seasonal patterns and buyers' choice is bound to cause a 5% to 10% reduction in the average level from the high peak. If these

re-adjustments are recognized for what they are and accepted as such, with confidence in the future, there will be no greater recession. If, however, a fear psychology becomes more and more prevalent and all businessmen lose confidence in the future, a serious depression could result despite all the strong factors in our economy.

A few of these strong factors will be pointed out to help you counteract the prevailing pessimism:

Disposable personal income is at the highest level in history and is still going up. It now stands at \$199.4 billion compared with \$70.2 billion in 1939. This is an increase of 185% which deflated for price inflation still leaves almost 100% increase.

The rate of personal savings, or the amount of money people are laying aside, is also going up. It is presently at the rate of \$18.4 billion per year which is an increase of almost 100% from one year ago. Personal savings at the end of 1947 were at an annual rate of \$9.7 billion. In 1939 they were \$2.7 billion. This is clearly a strong indication of available spending power if the people want to spend it. The fact that Personal Savings have increased so sharply during the past year is an indication that they have money but are resisting high prices. When prices begin to come in line, the spending will increase.

The effect of heavier government spending arising out of the European Recovery Program and the signing of the Atlantic Pact will not be felt until the last half of 1949.

Postponed Federal, State and Local government building and improvement projects will become activated if prices become more favorable.

There are no danger points in our economy such as inflated stock market prices and excessive farm mortgages which existed before the last depression.

These strong factors in our economy should present a strong buffer against the possibility of any serious decline in business.

It's "True" again!

PRICE ALONE does not always yield the solid satisfaction of pay-off results in Promotion Campaigns.

THESE ARE PRICELESS . . .

UNIMPEACHABLE INTEGRITY, RELIABILITY AND "KNOW HOW"—these insure reasonable expectations and planned results. These are in every detail of every job we handle. These account for the excellence of our reputation.

An INCREASE in PROFITABLE RETURNS is extremely likely when we handle your Mailing and Produce ALL its component parts

A "TRUE" Technician is available for consultation. Call STUllwell 6-4740

TRUE — SULLIVAN — NEIBART ASSOCIATES INCORPORATED

OUR NEW PLANT & OFFICES

Just 10 minutes from Grand Central Post Office

47 - 30 Thirty-third St.

Long Island City 1, N. Y.

LET US EXPLAIN THE "TRUE" PACKAGE DIRECT MAIL DEAL
CREATORS OF PROMOTION CAMPAIGNS—LIST BROKERS
MULTIGRAPH PRODUCTION—LITHO OFFSET PRINTING
COMPLETE MAILING FACILITIES

**SAVE
MONEY**

Lithographed
LETTERHEADS

ONLY \$2.45 per M
Black Ink
in 100M Quantities

Get our low prices on any quantity in which
you may be interested.

UNIVERSAL LITHOGRAPHING CO.

(Subsidiary of Pearlman Lithographing Co.)
4305 W. DIVERSEY AVENUE
Dept. 46, CHICAGO 39, ILL.

FREE
Write today for
**FREE
SAMPLES**
and Complete
Price List.

◆ A NEW ROUND TABLE idea was started on May 25th by Ed Perlstein of Lee Letter Service, 19 West 44th Street, New York 18, N. Y. And it's a good idea. More producers should follow the pattern. Ed invited about 20 of his best customers to meet for dinner with him in a private dining room at the Brasserie Lipp. The guests were arranged around a U-shaped table. Big cards in front of each gave name and company connections (some very big users). A mike stood in center of floor. After dinner the conversation started . . . and was recorded. A few planted questions got the ball rolling. For two hours, these diversified customers of one producer swapped experiences and let loose with their pet ideas about Direct Mail. Later on they will get a digested transcription of the proceedings. This reporter was one of the few outside observers. The experience was stimulating and enjoyable. We understand that similar get-togethers will be staged frequently.

IT'S RAINING, IT'S POURING . . .

If your wife were to say, "No, dear, let's take our vacation a week later this August, because we'll have two days less rain" . . . don't be surprised.

It's probably because she got her hands on one of the charts published by the Krick Weather Service, P.O. Box 8, 1202 East Green Street, Pasadena 5, California.

These day-by-day forecasts are issued monthly to retailers and dealers by companies whose products or services, one way or another, hinge on weather conditions. Others mail as attention-getters and good-will builders. Typical of the former group are fruitgrowers and shippers, anti-freeze manufacturers, home fuel oil companies, motion picture producers, construction outfits.

The colorful bulletins (in red, blue, black and green) are imprinted at top with company's masthead. On back of these 11 1/4" x 17 1/2" sheets is more space for advertising copy. Easy-to-interpret forecasts on front are usually accurate. The main section is national in coverage. But special forecasts of local areas, city by city can be included.

Krick does the printing, folding . . . will even mail if customer desires. Each sponsor gets exclusive rights to the use of the weather charts for his type product . . . for area and type of his addresses. In this way duplication is kept down below 2 1/2% of circulation.

The sponsor can use his own lists . . . or Krick will grant him exclusive display locations (library, college and school bulletin boards, for example).

So, if you grow food products, sell fuel oil, make movies or . . . have a daughter who's giving a garden wedding reception, it might be a good idea to check with E. B. Derr, Director of Research Council at Krick.

A REBUTTAL TO "DEAR CONGRESSMAN"

We think all readers of *The Reporter* will be interested in this analysis which reached us on the letterhead of The Drumcliff Company, Towson 4, Md.

Dear Henry:

I think your letter to a Congressman on postal rate changes just about "rings the bell." Good strong points, ably presented.

Alan and I listened in for a couple of hours on the committee hearing the other day and thought it was all rather pathetic for the very reasons you mention—"it rates go up I will go out of business but I have nothing to offer as a substitute for higher rates."

One committee-man wanted a witness to explain to him why direct mail advertisements could, and did, absorb all the advances in prices of paper, printing, labor, lists, etc. that occurred during the past few years but any increase in postal rates now would put them out of business. Witness did not even have the come-back that selling during the war was easy, results higher, and that with other costs already up and results going off, the postage blow would be the proverbial last straw.

On the other hand, there are some weak spots in your picture as I see it.

1. I am sure you and I could both name a number of small to medium mail order concerns whose net profit in 1948 did not equal what the January 1949 increases and the proposed increases will add to their postage bills. Unless they find a way to recover or pass on the higher postage costs they WILL go out of business or the shelves will put them out. Surely the objective and incentive of going into business or staying in business is not merely to meet your tax bills and increased assessments which a spendthrift government can slap at you.

2. Every million dollars of increased postage rates is a million of net taxable profit that CEASES to be taxed. Paid to the Post Office it probably does less good than it paid to the treasury and far less good than it used by business for payrolls and expansion.

3. It would do the American mail user no good to have the Post Office on a profitable basis as in Canada. Americans just can't get it into their heads that—for sixteen years—we have had and still have a Federal government that spends money on principle. The mistaken idea that we can spend ourselves into permanent prosperity and let a future generation worry about the final settlement.

If the Post Office ever got into the black either they would raise pay rates again or put on some other expansion plan to use up the surplus.

4. Any public official who votes for 2¢ postal cards while our air force is hauling coal by airplane into the country of an enemy is simply daft. (But I still think he can get away with it because, in American eyes, there is no one more deserving of sympathy and help than a blood-thirsty enemy temporarily concealed behind a coat of white wash).

My vote is that most rates stay where they are until the situation has been coolly analyzed by a group of people who know something about the realities of life and of Federal finance as now operated.

(continued on page 28)

BETTER LETTER PAPER?

Rising is Right!

Here's Why—



Rising Line Marque has the look and feel of quality. It's a paper of distinction for your letters of importance. Your printer will advise that the best letter paper to buy is undoubtedly—

Rising Line Marque

- ✓ 25% rag
- ✓ exclusive pattern inspired by Italian Handmade paper
- ✓ 3 pastel shades and white
- ✓ envelopes in 6 sizes
- ✓ excellent printing surface for die-stamping, lithography, gravure or letterpress

Write for sample brochure to box R11-6
Rising Paper Company, Housatonic, Massachusetts.

WHEN YOU WANT TO KNOW . . . GO TO AN EXPERT!

Rising Papers

ASK YOUR PRINTER . . . HE KNOWS PAPER!

Rising Paper Company, Housatonic, Mass.

Higher rates may not put out of business all the people who predict such dire results but, sure as hell's a kitchen, the rates now proposed would cut postal volume and direct a lot of Direct Mail money PERMANENTLY into other channels. (*)

You already owe me a drink and I am willing to raise the bet to a bottle of Scotch that, for fiscal 1950-51, regardless of what is done with or to the postal rates this year—the Post Office deficit will decline only to the extent that measures of economy, efficiency and realistic accounting practices are adopted and followed within the postal service itself.

Yours sincerely,
(signed) George Dugdale

(*) I am not forgetting, nor can you, that thousands of business mail users who were using sealed letters when the 1st class rate was 2¢, switched to 1¢ third class when the rate was jumped to three cents.

REPORTER'S NOTE: Your letter, George, makes sense . . . and arrives at about the same conclusions as mine. But in writing my letter to Congress . . . I assumed that the proposed rates would not be adopted. Some substitute "within the reasonable limits possible under legislative procedure" will be acceptable to members of Congress . . . If any Postal bill passes committees.

I have had very satisfactory reactions to my suggestions. Senator Kilgore inserted the entire article in Congressional Record on April 19th (note last month's cover). So . . . let's see what happens.

A LOOK AT SOME ANNUAL REPORTS

The month of June is best known for weddings, graduations and . . . well, some people won't eat oysters for that 30-day period. But at The Reporter beat . . . June means a recount of annual reports of the past few months. Seems like a most popular time. Here are a few of the best.

The report of Hotels Statler Company, Hotel Statler, New York, N. Y. is a 30-page, 8½" x 11", green and black, letterpress job. Usual letter to stockholders with vital statistics of how income was distributed. A page is devoted to each hotel in the chain . . . with pictures of rooms, map showing location in the city, manager's name, etc. Also pictures of old-time employees.

An excellent idea is incorporated in a business reply card tipped on last page. There's space for requesting more copies of the report . . . or any of Statler's promotion pieces of the year. Also asks for any comment on the annual report.

Abbott Laboratories of North Chicago, Illinois has come out with an arty, 32-page, 8½" x 11" report. Cover is on heavy stock in three colors. Usual balance sheet, two and three colors throughout. Lots of pix of Abbott's labs in operation with explanatory copy. . . . much like a house magazine. Very well executed. Also a series on employee benefits. An educational piece of work.

Pitney-Bowes', Inc. of Stamford, Conn. report has eighteen pages, 8½" x 11". Beautiful bleed cover with vignette picture of gal, postage meter and indicia. The story inside is simply told with relatively little art work. Half of each page is allotted to pictures. Statement, employee situation, Pitney products, ten year financial record. All very easy on the eyes.

Howard Smith Paper Mills, Ltd., of Montreal has published a 20-page booklet with beautiful 4-color offset cover. Front and back covers each have extra page that folds out to show bird's-eye view of the plant and map of location of mills. Usual handling inside.

The 50th annual report of The Mangel Company, Louisville, Kentucky is also 8½" x 11", 20-pages, plus heavy cover (which is dry embossed, gold stamped and bears reproduction of wood panelling . . . principal company product.) Excellent typography and illustrations. Very well done.

UNUSUAL CONTEST

The Georgia Power Company, Electric Building, P.O. Box 1719, Atlanta 1, Georgia, is sponsoring the second "Champion Home Town Contest."

Ad manager Joseph Kline sent us the explanatory 8-page booklet. Tells the qualifications needed and the prizes awarded in contest. We think it's a great idea.

Here's the gist of the thing.

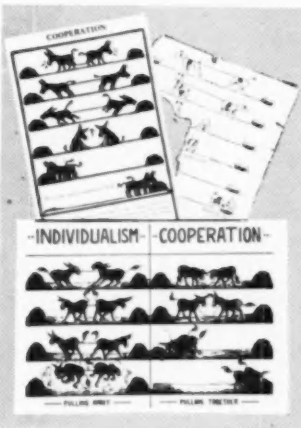
In 1948, the question was raised throughout Georgia . . . "Is your town a Champion Home Town? Here's a chance to prove it". Two hundred towns decided to try for the double set of first (\$1000), second (\$750) and third (\$500) prizes. One group consisted of towns under 1000 population. The other . . . of towns between 1000-20,000.

The contest was a big hit, and Georgia Power is repeating. An effective job of state-wide public relations.

THE DONKEY TALE CONTINUED

REPORTER readers are wonderful.

Remember the donkey cartoon we showed on page 36 of the April issue? Asked if anyone knew where and when it originally appeared. A reader wanted to know . . . so that he could give proper credits.



Well . . . since then we've been given three clues. Here are the letters and pictures as we got them.

Dear Henry:

We don't know where the two donkeys cooperating originated, but maybe we can give you a couple of clues.

As you can see from the enclosed blotter, we used this in 1931. We believe this was printed in Los Angeles, so Charles W. Shallcross, The Shallcross Company, 106 West 3rd Street, Los Angeles 13, might remember where it came from. Your brother John might also remember, as he did quite a bit of work on our advertising at that time.

Cordially yours,

(signed) Herbert L. Shallcross Jr.
The Shallcross Co.
48th and Grays Ferry Road
Philadelphia 43, Pa.

Dear Mr. Hoke:

Your "donkey" controversy rang a bell in the back of my mind, so I went through my files and came up with this torn scrap (with dogs) which can readily be identified as to theme.

It appeared in Cobb Shinn's book of stock

line cuts, which was available at least ten years ago.

Now the question arises . . . "Which came first, the Donkey or the Dog?"

Very truly,

(signed) Phil Brody

Production Manager

U. S. Camera and Travel & Camera

And here's a note from Elias Roos, president of Jack's Letter Service, Brumder Building, Milwaukee 3, Wisconsin.

Dear Henry:

The "donkey" cartoon in April REPORTER is an old one, but I am unable to give you the original source. Enclosed is another effective cartoon . . . "Individualism—Cooperation" . . . that we've been using for fifteen years, but I cannot tell you its source either.

(signed) Elias Roos

REPORTER'S NOTE: And just as we were going to press . . . in comes a letter from George Fullmer, Asst. to President of National Foremen's Institute, Deep River, Conn., to tell us they used the donkey cartoon in the middle '60s and have recently revived it in a "Job Handbook for Supervisors." 'C'mon folks, any more questions for our responsive reader-experts?

DMAA CONTEST GETS UNDER WAY

Just had a chat with DMAA Executive Director Frank Frazier and he told us all about this year's DMAA advertising contest. So here's your chance to get a friendly pat on the back by the Direct Mail industry association.

The 21st annual national Direct Mail contest is open to all users of the media. You don't even have to be a member of the Association. Just write to the DMAA headquarters, 17 East 42nd Street, New York 17, N. Y., for your entry blank.

The contest attracts entries of all types of direct advertising between September 1st of the preceding year and August 31st of the current year. Last year, 78 Best of Industry awards and 44 merit awards were made.

Announcement of winners and display of the winning portfolios will be a feature of the Annual Convention at the Congress Hotel, Chicago, September 21, 22 and 23. Following the convention, and continuing into 1950, the winners will be displayed and discussed at meetings of advertising clubs and business organizations, and will be

(continued on page 30)

JUNE 1949

Mailing's faster with a meter!



...There's no fuddling around with stamps, picking the right one, sticking it, sealing the envelope flap—because there aren't any stamps to stick!

The meter *prints* postage as you need it . . . plus a dated postmark, and small advertisement if you like . . . directly on the envelope, seals the flap, registers the postage used—all in the turn of a die!

A slight lever adjustment sets the meter for the exact postage needed . . . for any weight or class of letter or parcel post. You never run out of the right stamp denominations.

Your office postage in the meter is absolutely safe, theftproof, lossproof, foolproof . . . automatically accounted for. And the meter holds any amount of postage you want to buy!

Mailing is easier, moves faster, with a meter. And metered mail, already cancelled and postmarked moves faster in the postoffice! . . . There's a postage meter for every office today, large or small. Call the nearest Pitney-Bowes office, or write for the booklet, "So You Have No Mailing Problems?"



PITNEY-BOWES Postage Meter

PITNEY-BOWES, Inc., 2090 Pacific St., Stamford, Conn.

Originators of the postage meter . . . largest makers of mailing machines . . . offices in 93 cities in U. S. and Canada.



exhibited in dozens of cities throughout the country and Canada. So all interested in advertising can study them. Eventually the winning campaigns will become a permanent part of the DMAA's Research Library.

Herb Buhrow, Manager, Mail Sales Department, McGraw-Hill Book Company, Inc., New York City, heads the committee of judges. Serving as judges are Boyce Morgan, Boyce Morgan and Associates, Washington, D. C.; Dick Faulkner, Assistant Sales Promotion Manager, International Paper Company, New York City; Alice Drew, Advertising Consultant, Hope Machine Company, Philadelphia, Pennsylvania; and Philip Salisbury, Editor, Sales Management Magazine, New York City.

Ratings of the entries submitted will be decided on the basis of four factors: effectiveness of results accomplished, plan and continuity, copy and design, layout and appearance.

Incidentally, The REPORTER has had a lot of fun telling the "B of I" stories each month (check the diaper service story elsewhere in this issue). We'll keep them coming as long as you want to read them. Let us know.

SUCCESS STORY

Many, many years ago, a mail boy working at Marshall Field & Co. answered the phone late one evening only to find that Mr. Gordon H. Selfridge, then General Manager, was at the other end of the line. Mr. Selfridge was quite

perturbed that a painting that he was to present at a meeting that evening had not been delivered on time. The mail boy told Mr. Selfridge in a most businesslike manner that he most assuredly would see to it that Mr. Selfridge's presentation would be on hand when he was ready to make the award.

The mail boy knew that this painting must be at the Englewood substation awaiting morning delivery (in those days they did not forward mail as promptly as today). He called the postal clerk in charge and in a very authoritative voice, told this clerk that he was Mr. Selfridge and, after explaining the circumstances, requested in no uncertain terms that the painting be delivered immediately to the Club where the presentation was to be made. Whereupon the clerk assured the simulated Mr. Selfridge that delivery would be made right away.

The mail boy then called Mr. Selfridge and told him the painting would definitely be delivered, whereupon Mr. Selfridge thanked the young man and the incident was supposedly closed.

But the incident was not closed. Mr. Selfridge thanked the young man who had shown such initiative and ability to carry through in an emergency. It was not long after that when mail boy Homer Buckley was called into Mr. Selfridge's office and made his assistant.

From there on . . . Homer's history is a matter of record.

S. DeWitt Clough told the Marshall Field Faisade at the Chicago Direct Mail Club meeting (see Short Notes) honoring the first president of the Direct Mail Advertising Association.

A PET PEEVE

John Pennekamp, columnist for the Miami (Florida) Herald, sounds off on one of his pet peeves. It makes good reading for all who are interested in effective letters.

This is as good a place as any to sound off on another of my pet peeves. It is against the fellow who sends you a letter to which somebody else signs his name and then places his or her initials under the pseudo signature.

I don't get it: If letters are to have any real value at all, certainly the qualities of personal interest and sincerity should head the list.

And both are lost the moment I see the initials which call my attention to the fact, and with emphasis, that the letter writer didn't take the trouble to sign it. Matter of fact, my vexation usually causes me to forget the content of the letter.

I can understand, of course, that some times a fellow is in a hospital bed or in some other manner is incapacitated from signing when his secretary finishes a letter.

But, isn't one line of explanation at the close of the letter much more personal and sincere than that intialled slight?

As a matter of fact, if I ever rise to that exalted estate where the signing of my letters has to be delegated to others, I'm going to issue orders to eliminate the accompanying initials which emphasize my high dignity and laziness.

I'd rather take a chance that you'll believe the substitute to be my own signature. If you do, my offense will be somewhat mitigated by the fact that I haven't had somebody put their initials there to be sure you notice that it is phoney.

I always thought that letter writing tricks were devised to make them more effective. But I think that one "dictate-but not read" is as bad as the initial and name device.



PHOTOENGRAVERS SINCE 1872



460 W. 34th ST., N. Y. C.
LONGACRE 4-2640

When you put those words on a letter, unless there is some good and explained reason in the same letter, don't you admit that you're afraid there'll be a mistake? And, if there is you imply you don't want to be held to blame for it.

Or, maybe you are afraid of what you are saying, and want an out if it kicks back.

REPORTER'S NOTE: To which should be added a net name of this reporter. People with undecipherable signatures should have their names typed above or below space in which signature appears. Or at bottom left in place of dictator's initials . . . put full name, then transcriber's initials.

LUCKY KIDS

Just leafed through a 255-page Guidebook for social studies classes . . . that is published by Scott, Foresman and Co., 433 E. Erie Street, Chicago 11, Illinois. Wonderful.

Each page has pastel-shade watercolors of every day operations.

Here's explanatory letter from Phyllis Trione:

Dear Mr. Hoke:

Apropos of your very enlightening article and pictorial section in the January issue of THE REPORTER on a trip through the Post Office, we thought you might be interested to know that at least one elementary school book is seriously trying to do something about educating people—even those at the tender age of seven—about Post Office procedures!

Here's a copy of our second grade social studies book "Someday Soon," in which, beginning on page 172 and continuing on through page 190, you will find in simple language, an explanation of what happens to a letter and a package as they go through the Post Office and mail train procedures. The suggestion is also made to the teacher in the Guidebook section for that unit, that a very profitable trip through the Post Office might be arranged.

So, working hand in hand with you, let's hope that the appalling lack of knowledge about Post Offices is soon overcome!

Yours very truly,

Scott, Foresman and Co.
(Signed) Phyllis Trione
Social Studies Subject Sponsor

And the series is accurate. Pictures of cancelling machine, sorting tables, loading, mail order operations, etc. are excellent.

Very educational.

NEW CUSTOMERS BEST PROSPECTS

Here's some excellent advice given by the Gemex Company (watch band manufacturers), Union, New Jersey . . .

which appeared in their 4-page monthly magazine "Gemextra". Masthead says it's "an idea guide for extra profits". Mailed to jewelry stores throughout the country. Filled with many sensible selling suggestions. Here's a sample:

GET THAT NAME!

Your best customers are your prospects.

All you need is a pencil and a little black book; yet hundreds of jewelers never make this tiny investment which is the best form of profit insurance they can buy.

We're talking about customers lists again. They're so important, so easy . . . and so neglected.

Make it the one unbreakable rule of your business that when a new customer makes a purchase, the salesman gets his name and address. Whether the purchase adds up to \$1 or to \$50, the rule still stands. Each of your salesmen's purchase books should have space for this name and address. Then at the end of each day, or once a week, the new names should be entered in your Customer List Book.

In this Customer List Record, you have your biggest Sales-Potential. Remember—the best prospect for tomorrow's sales is the man or woman whom you pleased today.

USE YOUR LIST

Once you have the list, however, don't file it away neatly under your counter. Use it. Use it often . . . once a month, at least. You can be selective, yes. Some of your letters will be designed especially for men, some for women. But be sure that every person on your list hears from you regularly—even if only by post card.

Plan your mailings, of course. Tie them in with your special promotions, windows, newspaper ads. Use the suggestions and helps supplied to you by your better resources, such as Gemex.

Regular reminders keep your store name in your customer's mind. And the more often you register as an ideal gift headquarters, the more sales you make.

TUBELESS TIRE DEALER PRESENTATION

Bob Marker, manager of the tire sales promotion at the B. F. Goodrich Company, Akron, Ohio sent us their new Direct Mail kit for Goodrich retailers.

Another good example of should-work Direct Mail letters and pieces created and printed by the home office for the local distributor.

The 8 1/2" x 11" portfolio is offset in two colors . . . with complete explanation inside of the 4-piece campaign for

List Planning . . .

List Building . . .

List Maintenance . . .

are all thoroughly covered in Alice Honore Drew's "Plain Jane of Direct Mail."

Plenty of valuable advice on all phases of mailing list problems. Chapters on Defining Prospects, Sources for Names, Classifying Prospects, Physical Set-Up, Name Record Card, Mailing List Report Form, Post Office Aid, Postal Zone Number List. Send 50¢ . . . for this reservoir of list information. Special price for bulk orders over 25.

THE REPORTER

of Direct Mail Advertising

17 East 42nd St., New York 17, N. Y.



This Solid Uni-Bar Turns Your Multigraph Into A Printing Press!

Now you can print and imprint Manuals, House Organs, Menus, Brochures, Invoices, Envelopes, Office Forms, Statements, Booklets, Price Lists and all kinds of Dealer Help—without spending a red cent for additional equipment. Your Multigraph becomes a gold mine!

● Full 7" line cast to perfect height & alignment ● Clean new type for each job ● Type-writer faces to print thru ribbon or ink ● Real printer's type up to 24 pt. ● Cuts costs up to 25% ● Cuts time up to 25%.

Now you can save time and money . . . increase your printing profits with UNI-BAR, the 7" multigraph type bar, you slide into place with a flick of your finger. Fresh, clean type can be cast for you in 48 hours, eliminating slow, costly hand setting. More profitable operating time allows you to do more business with your present staff. Try UNI-BAR and watch your volume of business increase and your profits increase.

108 TYPE FACES ON HAND—6 TO 24 POINT Underwood With Underscore—Remington With Underscore—Memphis Medium With Bold—Vogue Medium With Bold—Futura Medium With Bold—All Accented Foreign Types

WRITE • WIRE • PHONE

for our brochure and type face catalog

● Phone LO 4-2173 ●



paragraph blues

The world's best sales letter doesn't stand a chance if the letterhead on which it is written has "operational fatigue". If yours aren't clicking call the letterhead doctor, R.O.H. Hill, Inc., and get the prescription that has helped so many others—a genuine engraved letterhead, designed to sell. Costs but a fraction more—and sometimes less. Used by famous sales managers, everywhere. Ask for samples and further details.

R.O.H. HILL, INC.

270 R Lafayette St., New York 12
Telephone: Canal 6-6340

REACH-ALL

Mailing "Lists on Labels"

\$3.85

Per M Addressed Labels
A LIST FOR EVERY PRODUCT
Send for Complete Catalog Today

REACH ALL CO.

100 E. 2nd St. New York 9, N. Y.
53 W. Jackson Blvd. Chicago 4, Ill.

When you
need

**RECENT
BIRTH
LISTS**

Remember
WM. F. RUPERT

Compiler of national birth
lists EXCLUSIVELY for the
past fifty years.
90 Fifth Ave., New York 11
CH 2-3252

\$2500 WORTH OF ART
WORK FOR ONLY **\$515**
That's what subscribers to the
Art Mart Service receive every
month! See for yourself. Write:
Dept. C450
"CLASSIFIED ART" in **ART MART** P.O. Box 2121
FOR EVERY USE Dallas 1, Texas

HEADQUARTERS
for DIRECT MAIL ARTWORK
GET MAXIMUM RESULTS!
HAVE YOUR DIRECT MAIL ADVERTISING
ATTRACTIVELY ILLUSTRATED & HAND
LETTERED AT A REASONABLE PRICE.
GREAT COMPETITION!
MARVICO 146 E. 51 ST.
BROOKLYN 34, N.Y. DE 9-0739

promoting Goodrich's new tubeless, puncture-proof tires.

First mailing is a letter from "Believe It or Not! Bob Ripley". Tells about the amazing new tire development. Also a two-color folder with picture of tire going over nails.

Second envelope is mailed 30 days later from Miami (Fla.) News Bureau . . . and has "News Photo" printed in red on outside. The letter is on letterhead of Chief Photographer of Miami, and describes the unusual Goodrich tests. Pictures enclosed show an archer sending hunting arrows into the tire and car going over some more spikes . . . without effect.

Letter No. 3 is from Goodrich sales manager. He tells about the enclosed "blueprint" of cutaway view of the tire. Letter suggests reader see the tire at local dealer's store . . . imprinted in letter.

Fourth mailing is a two-fold, self-mailer in red and black. Carries an invitation from the local representative inviting the prospect to see the tire at the store. Town, company, name and address are imprinted in a simulated 4" x 6" billboard.

Charge to local dealer for printing, addressing and mailing is 4½¢ per name per mailing.

Source of names may be dealer's own list, any special list of club members, professional men . . . or any part of Donnelley Passenger Car Owner list.

GOOD LETTERS TRAVEL FAR

Confirming again the theory that you never can tell how far-reaching a good letter can be, we received a note recently from Wing Anderson of Kosmon Industries, Los Angeles 6, California. He says:

"Seems to me this is an exceptional sales letter. It sure stopped me and commanded my attention, though I am not interested in the product."

The letter was well multigraphed on the letterhead of the Dayton Rubber Company, Dayton 1, Ohio. Seeing Wing liked it, perhaps others would like to read the letter:

HE WAS THE
COCKEYEST KID
THEY'D EVER SEEN!

they sent him after a left-handed

monkey wrench and he found one with the threads running backwards.

They asked for a paper stretcher and darned if he didn't wheedle the hospital out of an old stretcher and cover it with paper.

They put him to hunting type lice, so he spread powder—itching powder—through a case and some of the boys decided they had type lice.

But the payoff came when the litho pressman wanted a new roller. "It ought to be as lively as rubber and about as tough as steel," he said. "I've got a scrub brush here I'd like to wash it up with. I want it tacky—not sticky—and I want it to stay that way. I don't want it to swell or shrink, either, no matter what ink I use . . . and none of this stuff that frys apart. Run out and get me one, will you, kid?"

The boys laughed, but not for long. The kid came back with a Dayco . . . had the Dayco patented sleeve.

"Here's what you wanted," he said.

The kid was right. The Dayco litho roller is lively, yet tough. It washes up readily . . . works wonders with all kinds of ink . . . and has—and keeps—just the right tack. It's economical, too.

You can't beat Dayco's years of roller experience . . . better put them to work for you. Fill out the card and get an estimate. It costs you nothing and there's no obligation . . . but your jobs will run better and cheaper when you get Dayco Rollers.

In every position on every press,

Norman H. Neilson,
Mgr., Dayco Division

REPORTER'S NOTE: Sounds very much like those Yock fellows . . . but we might be wrong.

CLASSIFIED ADS

Rates, \$1.00 a line—minimum space, 3 lines. Help and Situation Wanted Ads—50¢ per line—minimum space 4 lines

ADDRESSING

ADDRESSING \$4.50 THOUSAND

No charge for our lists

"SPEEDADDRESS"

48-02 43rd St., Woodside, N. Y.

"A Postal District of N. Y. C."

ADVERTISING AGENCIES

SELL YOUR PRODUCT With pulling mail order agent ads

We show you how

Martin Advertising Agency

15P East 40th Street New York 16, N. Y.

CALIFORNIA

1,700 LEADING ENTERPRISES are listed in Walker's Directory of Northern California Corporations. Typical listings show address, nature of business, number of employees, names of officers, and names or directors, partners or proprietors: 228 pages, \$18. Sample pages on request. Address Walker's Manual, Inc., 369 Pine St., San Francisco 4

DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$10.00 PER YEAR

ADDRESSING — TRADE

Shapins Typing Service, Inc., 69-12 Roosevelt Ave., Woodside, N. Y.
M. Victor, 2902-9th Ave., Brooklyn 32, N. Y.

ADDRESSING MACHINES

Rosin Addresser Company, 216 South 4th, Minneapolis, Minn.

ART SERVICE

The Art Mart, P. O. Box 2121, Dallas, Texas
Marvic Illustrations, 1665 East 31st St., Brooklyn 16, N. Y.

AUTOMATIC INKING

True Sullivan, Neilhart Associates, 381 Fourth Ave., New York 16, N. Y.

AUTOMATIC TYPEWRITING

Ambassador Letter Service Company, 11 Stone St., New York 4, N. Y.

BOOKS

Graphic Books, Inc., 17 East 42nd St., New York 17, N. Y.

BUSINESS FORM CREATIONS

Joe Johnson, 3304 Grimes Ave., No., Minneapolis 12, Minn.

CARDWRITERS

The Elliott Addressing Machine Co., 127 Albany St., Cambridge 39, Mass.

COMPOSING MACHINES

Ralph C. Coxhead Corp., 720 Frelinchouss Ave., Newark 5, N. J.

COPYWRITER (Free Lance)

Arthur Kleinwald, 230 West 11st St., New York 18, N. Y.

DIRECT MAIL AGENCIES

D. H. Ahrend Company, Inc., 325 East 44th St., New York 17, N. Y.

H. mer J. Buckley & Associates, Inc., 37 E. Jackson Blvd., Chicago 4, Ill.

Clipping Associates, 1745 Broadway, New York 19, N. Y.

Dickie-Raymond, Inc., 89 Broad Street, Boston 10, Mass.

Duffy & Fabry, Inc., 632 N. Water St., Milwaukee 2, Wis.

McNulty Advertising Agency, 310 W. Washington St., Chicago 6, Ill.

Mailgraph Co., Inc., 29 Water Street, New York 4, N. Y.

Reply-O Products Company, 150 West 22nd St., New York 11, N. Y.

Tested Sales Producers, Inc., 171 West 53rd St., New York 19, N. Y.

Philip J. Wallach Company, 150 East 35th St., New York 16, N. Y.

DIRECT MAIL TRAINING COURSE

Henry Hoke, 17 East 42nd St., New York 17, N. Y.

ENGRAVERS

Pioneer-Moss, Inc., 460 West 24th St., New York 1, N. Y.

ENVELOPES

American Envelope Mfg. Co., 26 Howard St., New York 13, N. Y.

Atlanta Envelope Company, Post Office Box 1267, Atlanta 1, Ga.

Cupples-Hesse Corp., 4175 N. Kingshighway Blvd., St. Louis 15, Mo.

Samuel Cupples Envelope Co., Inc., 569 Furman St., Brooklyn 3, N. Y.

Curtis 1906, Inc., 280 Capitol Ave., Hartford 6, Conn.

Direct Mail Envelope Co., Inc., 15 West 26th St., New York 11, N. Y.

Garden City Envelope Co., 3001 North Rockwell St., Chicago 18, Ill.

Massachusetts Envelope Co., 641 Atlantic Ave., Boston 11, Mass.

McGill Paper Products, Inc., 501 Park Ave., Minneapolis 15, Minn.

The Standard Envelope Mfg. Co., 1600 East 70th St., Cleveland 14, Ohio

Tension Envelope Corporation, 345 Hudson St., New York 14, N. Y.

United States Envelope Company, Springfield 2, Mass.

The Wolf Envelope Company, 1749-81 E. 22nd St., Cleveland 1, Ohio

ENVELOPE SPECIALTIES

The Sawdon Company, Inc., 486 Lexington Ave., New York 17, N. Y.

HAND COLORING

Reba Martin, Inc., 145 West 45th St., New York 19, N. Y.

INKS

Interchemical Corporation, 350 Fifth Ave., New York 1, N. Y.

LABEL PASTERS

Potdevin Machine Company, 1291-45th St., Brooklyn 18, N. Y.

LETTERHEADS

R. O. H. Hill, Inc., 279 Lafayette St., New York 12, N. Y.

Universal Lithographing Co., 4309 Diversey Ave., Chicago 39, Ill.

MAIL ADDRESSING STICKERS

Kureka Specialty Printing Co., Scranton, Pennsylvania

MAIL ADVERTISING SERVICES (Lettershops)

Advertisers Mailing Service, Inc., 915 Broadway, New York 10, N. Y.

Benart Mail Sales Service, Inc., 328 E. 43rd St., New York 17, N. Y.

Century Letter Co., Inc., 48 East 21st St., New York 10, N. Y.

Mary Ellen Clancy Company, 250 Park Ave., New York 17, N. Y.

Mailgraph Co., Inc., 29 Water Street, New York 4, N. Y.

Mailways, 288 Adelaide St. W., Toronto 1, Ontario, Canada

Plummer Letter Service, Box 794 Chillicothe, Missouri
The Rylander Company, 19 South Wells St., Chicago 6, Ill.
Willis Services, 33 West Hubbard St., Chicago 10, Ill.
Woodington Mail Adv. Service, 1316 Arch St., Philadelphia 7, Pa.

MAILING LISTS

Advertisers Mailing Service, Inc., 915 Broadway, New York 10, N. Y.

Boat & Equipment News, 224 East 41st St., New York 17, N. Y.

Bookbuyers Lists, Inc., 163 Broadway, New York 13, N. Y.

George R. Bryant, 35 W. 42nd St., New York 18, N. Y.

Creative Mailing Service, Inc., 24 S. Grove St., Freeport, N. Y.

D-R Special Bureau, 89 Broad St., Boston 10, Mass.

Dunhill List Company, 365 Fifth Ave., New York 17, N. Y.

Flaber-Stevens Service, Inc., 741 Hudson St., New York 14, N. Y.

Guild Company, 74 Ninth Ave., New York 11, N. Y.

Industrial List Bureau, 45 Astor Place, New York 3, N. Y.

Mailings, Inc., 75 West 45th St., New York 19, N. Y.

J. R. Monty's Tuff Fax Lists, 291 East 46th St., New York 17, N. Y.

Mosley Selective List Service, 38 Newbury St., Boston 16, Mass.

W. S. Ponton, Inc., 635 Avenue of the Americas, New York 11, N. Y.

Reach-All Company, 209 East 2nd St., New York 9, N. Y.

Wm. F. Rupert, 90 Fifth Ave., New York 11, N. Y.

James E. True Associates, 381 Fourth Ave., New York 16, N. Y.

MESSANGER SERVICE

Airline Delivery Service, 60 East 42nd St., New York 17, N. Y.

METERED MAIL EQUIPMENT

Pitney-Bowes, Inc., Stamford, Connecticut

MIMOGRAPHING

Nassau Letter Service, 154 Nassau St., New York 7, N. Y.

MULTIGRAPH TYPE

Uni-Bar Fastype Co., 138 North 12th St., Philadelphia 17, Pa.

MULTIGRAPHING

Fordham Press, Inc., 2500 Webster Ave., New York 58, N. Y.

The Michael Press, 145 West 45th St., New York 19, N. Y.

OFFSET PLATEMAKERS

Michael Lith Company, 145 West 45th St., New York 19, N. Y.

OFFSET PRINTING

Advertisers Service Litho Corp., 161 West Harrison St., Chicago 5, Ill.

Barham Reproduction Service, 250 E. 43rd, New York 17, N. Y.

PAPER MANUFACTURERS

The Champion Paper & Fibre Company, Hamilton, Ohio

Fox River Paper Corp., 2015 Appleton St., Appleton, Wis.

Hammermill Paper Company, Erie, Pennsylvania

International Paper Company, 220 East 42nd St., New York 17, N. Y.

The Mead Corporation, 230 Park Ave., New York 17, N. Y.

Using Paper Company, Housatonic, Massachusetts

PLATES & STENCILS

Remington Rand, Inc., 2 Main St., Bridgeport 1, Conn.

POSTCARDS

Artvue Post Card Company, 227 Fifth Ave., New York 10, N. Y.

PRINTERS & LITHOGRAPHERS

Advertisers Service Litho Corp., 161 West Harrison St., Chicago 5, Ill.

Brooklyn Press, 335 Adams St., Brooklyn 1, New York

The House of Dyal, 300 Irving Place, New York 3, N. Y.

Excelsior Press, Inc., 400 North Human Ave., Chicago 24, Ill.

The Michael Press, 145 West 45th Street, New York 19, N. Y.

Stecher-Traug Litho. Corp., 374 N. Goodman St., Rochester 7, N. Y.

PRINTING EQUIPMENT

Harris Seybold Company, 4510 East 71st St., Cleveland 5, Ohio

Rapid Roller Company, Federal at 26th, Chicago, Ill.

QUANTITY PHOTOGRAPHS

J. J. K. Copy-Art, 182 West 46th St., New York 19, N. Y.

STENOGRAPHIC HOUSE ORGANS

The Messenger Publishing House 316-A Marion Bldg., Cleveland 13, Ohio

TRADE ASSOCIATIONS

Direct Mail Advertising Assn., 17 East 42nd St., New York 17, N. Y.

Mail Advertising Service Assn., 18652 Fairfield Ave., Detroit 21, Mich.

TYPE FACES

American Type Founders Sales Corp., Elizabeth, New Jersey

TYPEWRITERS

Royal Typewriter Company, 2 Park Ave., New York 16, N. Y.

CALIFORNIA

7,200 EXECUTIVES, Directors and Partners of leading firms are listed in Walker's Directory of Northern California Directors, just published. Typical listings include business and home addresses, principal occupation, and list of business affiliations. 400 pages, \$27. Sample pages on request. Write Walker's Manual, Inc., 369 Pine St., San Francisco 4.

MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

MAILING LISTS

MAILING LIST — 12,000 metalworking manufacturing concerns. Customers and Prospects. Box 24 College Park Station, Detroit 21, Michigan.

SITUATION WANTED—MALE

CRACKERJACK CIRCULATION DIRECTOR: Direct Mail Promotion man: Advertising copy and layout; circulars, brochures; Journalism college graduate; editorial experience; office management; handle own correspondence and promotion campaigns from start to finish; veteran, excellent appearance. Box 62, The Reporter, 17E, 42nd St., New York 17.

STENCILS

Quality Letters from NEW Stencils
"Plastic-coated" PROCEL stencils make copies so Stygian Black they seem to be almost printed. PROCEL works with any ink, gives maximum legibility, minimum cut outs and type clogging. Let PROCEL improve your letters! Write to Remington Rand, Duplicator Supplies Division, Bridgeport 1, Conn., Dept. R for free information.

SHORT NOTES DEPARTMENT

(Continued from page 5)

specific audience than a glamorous, gadgety affair. BUT . . . the salesmen demand the gadget letters, and don't want to fool around with the more conservative. They think they look better . . . and naturally will be more effective. So the ad kits are necessarily filled with the swanky stuff that sells . . . the salesman. The poor prospect gets left out in the cold. Sad part is, the salesman is the one who'll freeze first. Perhaps this problem should be placed before Tide's Preference-Survey Panel (see page—this issue). It will probably OK the use of the glamorous pieces, because the salesmen prefer them. What's a little thing like "results" among friends who want to sell more printing.



◆ A PLEASING SPREAD of bathing suit-clad gals . . . appears in June "Friends" . . . h. m. of the Chevrolet dealer. Carries monthly picture features on all sorts of topics. Published



by Coco Publishing Company, 4-105 General Motors Building, Detroit 2, Michigan. Careful use of cheesecake makes for enjoyable summer-time reading.



◆ NATIONAL STATIONERS Association has published a product education series . . . to provide stationery salesmen with basic knowledge for retail selling. Each manual is accompanied by a leader's guide and a set of test questions. First section is titled "How to Sell Stationery Satisfaction", the second "How to Sell Filing Supplies". More to come on loose leaf, fountain pens and so on. They're profusely illustrated. 8 1/2" x 11", offset jobs. Very complete, highly organized. For further information . . . write Rose Cushman, Ass't to the General Manager, NSA, 740 Investment Building, Washington 5, D. C.

◆ "SPRING IS IN THE AIR" and so is Ayer's Golden Chance perfume. Just smelled and examined Lever Brothers' (in Cambridge, Mass.) employee h. m. . . . "The Lever Standard". The May issue has 42 pages about their New York Harriet Hubbard Ayer plant. For added realism . . . Editor Jack Barnes included a good-sized sachet of odorous Golden Chance inside front cover. It was suggested that employees see if they could detect the floral odors in the powder, and then save the sachet for their wives. Certainly an unusual technique of product sampling for employees. The perfumed ink technique, as The REPORTER used a year ago last February . . . was discarded because of ink-drying problems on coated stock and the likelihood that the odor would not retain exactly the scent of G. C. (Incidentally, we had no drying trouble on similar stock). There's no doubt that the powder smells stronger. One of your reporters was given a seat on the crowded subway going home . . . after reading the issue.



◆ IF YOU ARE interested in using plastic binding . . . you'd better write to Plastic Binding Corp., 732 Sherman Street Chicago 5, Illinois and ask for "Six Popular Styles". It's a 32-page, 5 1/2" x 7 3/4" booklet. . . . naturally plastic bound. Pictures the styles of books that can be held together this way. There's also a section on the history of bookbinding art. And last page shows how a loose-leaf supplement can be removed or inserted by means of special comb supplied.



◆ AN EXAMPLE of super-line printing is shown by the Nunn-Bush Spring-Summer Catalog of different N-B shoe styles. The cover is high embossed to simulate leather grain. Inside 48 pages are magnificent reproductions of shoes . . . on glossy stock. They jump right off the pages. Printed by Wetzel Brothers, 444 North Broadway, Milwaukee 2, Wis. They can probably supply you with a copy.



◆ THERE'S ONE OUTFIT that must be making itself many friends . . . and all because of the kindly way they pay their bills. A pink check-sized mimeographed note is sent along with each remittance by M. Morrison of the C. I. Togstad Company (perfuming and flavoring extracts), Kokomo, Indiana. Copy reads: "Here is our check . . . we are pleased to send it to you for we enjoy giving you our business. We

like your product . . . your service . . . your friendly cooperation . . . yes, we like to know we can depend upon you for QUALITY—the word that is behind all Togstad Products. We hope you enjoy doing business with us." A few too many "we-we" words . . . but still a very sound idea.



◆ JANE BELL terminated her ten-year stint as Executive Manager of the Direct Mail Advertising Association last November. Her many friends in the DMAA and among convention-goers have



wanted to know "What's cooking?" For years Jane has been toying with the idea of getting into the real battle-line of Direct Mail . . . production. Now she has done it. She has established the Jane Bell Direct Advertising Service at 305 East 46th Street, N. Y. The new business will specialize in offset printing, multigraphing, mimeographing, addressing and mailing. Her friends will wish her well.



◆ TWO FACT-PACKED advertising handbooks have recently been published. One is written by "Cy" Frailey, titled "Handbook of Business Letters." Filled to the brim with all kinds of sample letters . . . including some for collection, sales, goodwill, adjustment . . . and many, many others. The 1301 pages also contain advice on letterheads, salutations, commonly misspelled words, etc. Sold by Prentice-Hall, Inc., 70 Fifth Avenue, New York 11, N. Y. Price: \$12.50. The other is a 386-page book titled "Printing and Promotion Handbook", written by Daniel Melcher and Nancy Larrick. "Written for people—including beginners—who have to buy printing and Direct Mail services and plan or prepare advertising or publicity." Arranged like an encyclopedia . . . with specific prices, where and how-to-get-it information. Published by McGraw-Hill, 330 West 42nd Street, New York 18, N. Y. Price: \$8.

Just what the Devil

DOES *Dickie-Raymond* DO?

WE'RE GLAD YOU ASKED THAT QUESTION

FIRST OF ALL, we specialize in sales promotion and direct advertising. We write sales letters and mail campaigns, using techniques and methods that bring greater assurance of results because they are based on 28 years in getting results on products or problems similar to your own. We plan, write, design and produce booklets, folders, and sales material. Not as a creative printer would design them, for we have no presses to feed. Instead, we buy on the open market, designing material that is right for the sales job and priced to the budget. We handle no magazine, newspaper or radio advertising. We are concerned only with selective markets that can be reached direct.

More important than individual assignments is our service to clients on the total sales problem. If the objective is sales leads, we know the approaches and strategy that will produce sales leads at low cost.

We know, too, what the salesman should have under his arm to help him in follow-through. Perhaps the problem is dealer-distributor support, the announcement or publicizing of new products or services, the cementing of public or employee relations. These are all matters in which experienced, specialized, outside counsel is of great value.

Dickie-Raymond operates on a fee basis. Even under the full-time retainer fee, you can have the services of this organization for about what it would cost you to hire a junior executive. There is no long-term contract—only a gentleman's agreement. Other fee plans are offered for those whose problems are not of a continuing nature.

There's a start on the answer to your question. If you'd like to know more, write on your business letterhead for a descriptive booklet that gives complete details. Or pick up the telephone.

NOBODY KNOWS LIKE A CLIENT...

"Dickie-Raymond has been very helpful to us in connection with the preparation of sales promotion plans and direct advertising material. Our belief is that Dickie-Raymond is particularly strong in respect to their knowledge of selling and their experience in the development of material to support salesmen."

Eliot L. Wight

ELIOT L. WIGHT
Advertising & Sales Promotion Manager
UNITED STATES ENVELOPE COMPANY

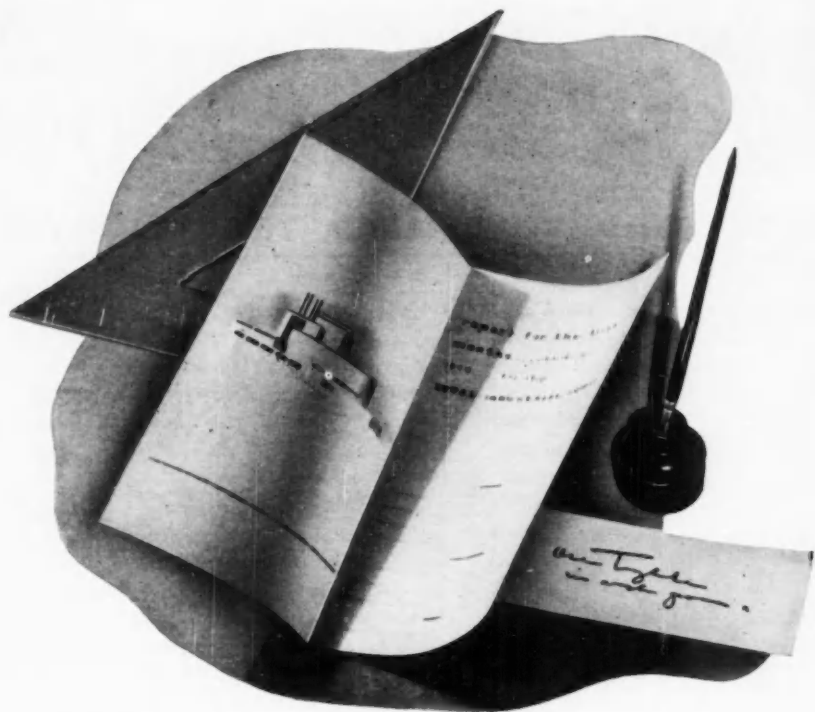
Typical Firms Served by Dickie-Raymond

*5 years or more **10 years or more ***15 years or more
AIR EXPRESS DIVISION — RAILWAY EXPRESS AGENCY, INC.**
AIR TRANSPORT ASSOCIATION OF AMERICA
AMERICAN AIRLINES***
AMERICAN OPTICAL COMPANY
THE BRUNSWICK-BALKE-COLLENDER COMPANY
CURTIS 1000 INC.
DICTAPHONE CORPORATION*
THE KIPLINGER WASHINGTON AGENCY**
THE NATIONAL SHAWMUT BANK OF BOSTON*
PAN AMERICAN-GRACE AIRWAYS, INC.
PANTEX MANUFACTURING CORPORATION
PITNEY-BOWES, INC.***
PLYMOUTH CORDAGE COMPANY*
STEUBEN GLASS, INC.
SYLVANIA ELECTRIC PRODUCTS INC.**
THE WALL STREET JOURNAL*
UNITED STATES ENVELOPE COMPANY***
WILLIAM ZINSSER & CO., INC.
90% Client Renewal Year After Year

THERE'S ONLY ONE

Dickie-Raymond

Merchandising and Sales Promotion Counsel, Direct Advertising
521 FIFTH AVENUE, NEW YORK 17 • 80 BROAD STREET, BOSTON 10
Murray Hill 7-3360 HAncock 6-3360



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